



November 1, 1960

INTERVIEWS WITH TRUMAN AND DEWEY TO HIGHLIGHT
'CAMPAIGN AND CANDIDATES' PROGRAM NOV. 5

Harry S. Truman and Thomas E. Dewey, rival Presidential candidates in 1948, will be interviewed on "The Campaign and the Candidates" Saturday, Nov. 5 (9:30-10:30 p.m. EST).

Former President Truman and Dewey, former New York Governor who was defeated in his bids for the Presidency in 1944 and 1948, will appear on the program in separate filmed interviews.

The program will also include filmed features on a day in the campaigns of the 1960 candidates, Vice President Richard M. Nixon and Senator John F. Kennedy. They will be seen during a typical and rigorous day on the campaign trail -- Kennedy in Illinois on Oct. 24, and Nixon in West Virginia and Ohio on Oct. 25. The features will be narrated by NBC News correspondent Sander Vanocur, who has been traveling with the Kennedy party, and by correspondent Herb Kaplow, with the Nixon party.

The program will present these other segments:

An examination of voter registration, concentrating on Denver to show how both major parties urged a record number of voters to register. NBC News correspondent Elmer Peterson will report from Denver.

(more)

2 - 'The Campaign and the Candidates'

A look at major campaign issues as stated by Nixon and Kennedy. Recent film of both candidates as they have discussed the issues will be edited and juxtaposed for a close comparison of their viewpoints.

A discussion of the religious issue by Herman L. Turner of Atlanta, who heads the United Presbyterian Church; Ramsey Pollard, president of the Southern Baptist Convention; and a Catholic spokesman, to be announced.

A report on the Vice Presidential race by correspondent Robert Abernethy, who is covering the campaign of Senator Lyndon B. Johnson, and correspondent Bill Ryan, who is covering Henry Cabot Lodge.

A report by correspondents Herb Kaplow and Frank Bourgholtzer on late developments in the race between Nixon, who will be in California at the time of the program, and Kennedy, who will be in New York.

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NBC-New York, 11/1/60



November 1, 1960

STUDIO 8H--A BROADCASTING MARVEL FOR ELECTION NIGHT

Headquarters for NBC-TV and Radio Networks' Nationwide Coverage
Nov. 8 Will Provide Swiftest, Most Accurate
And Complete Election Reports

Spread in two decks through more than 9,000 square feet of floor space in Studio 8H, New York -- an area slightly larger than the infield at Yankee Stadium -- the NBC-TV and Radio Networks' 1960 Election Central becomes a broadcasting marvel of the world.

Speed and efficiency of operation -- keynoted by a smooth-functioning combination of veteran newsmen and the most recent in time-saving electronic wonders -- make NBC's headquarters for nationwide Election Night coverage the most elaborate information collection and reporting system ever devised for broadcasting.

Television coverage from Studio 8H will start 6:45-7 p.m. EST with "The Texaco Huntley-Brinkley Report," and thereafter as developments warrant until 8:30 p.m. EST, when around-the-clock coverage will begin -- continuing until the Presidential and Congressional contests are decided. Continuous radio coverage, preceded by bulletins as warranted, will begin after the 8 p.m. EST "News of the World" program.

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Studio 8H personnel including 13 on-the-air reporters, 60 editors and newsmen and 235 engineers will provide the fastest and most accurate and complete reports of election returns seconds after they become known in the 50 states. These figures do not include nearly 1,000 additional newsmen, on-the-air commentators and engineers located outside the studio and in key, remote locations from coast to coast, for live pick-ups.

"The Dave Garroway Today Show" will originate in Studio 8H on the morning of Nov. 9 (7-9 a.m. EST) with a summary of late morning election results from far Western states, up-dating of Congressional and gubernatorial races, and final tally of the Presidential vote.

8H, the largest NBC Studio in Radio City, will be divided into upper and lower levels by a series of platforms and balconies -- and into 15 integrated units designed for maximum efficiency and simplicity of operation.

On a central balcony of the upper level, NBC-TV's award-winning anchormen, commentators Chet Huntley and Dave Brinkley, with a team of regional reporters, will chart and interpret progress of the nation's Presidential contest and 498 Congressional and gubernatorial races.

Returns will be posted electrically on five curved panels, directly opposite and below the TV anchor team. Arranged in bays, regional boards will present state-by-state results from the East, the South, the Midwest and the West, with the fifth panel presenting up-to-the-minute national recapitulations.

Television newsmen from the Canadian Broadcasting Corporation will broadcast the proceedings to Canadian audiences from a vantage point directly behind Huntley and Brinkley.

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Also on the balcony will be the studio facilities of the NBC Radio Network, anchored by Morgan Beatty and Robert McCormick, in addition to a CBC Radio team broadcasting back to Canada.

Working below, a staff of more than 150 newsmen -- including editors, analysts, writers, copy boys and clerical assistants -- will compile returns and assemble data needed to present the changing Election Night picture.

A bank of private line telephones and wire service teletype machines will feed returns to the news desk.

An RCA DaSpan unit will transmit returns on its digital communications system to the RCA Electronic Systems Center at 45 Wall Street, New York, where the RCA 501, an electronic data processing system, will project the Presidential winner with as little as five percent of the vote and 10 states reporting. Live pick-ups from 45 Wall Street will be spotted throughout the coverage, with NBC News correspondent Richard Harkness interpreting the RCA 501 projections.

An auxiliary studio will receive and transmit live or on tape remote pick-ups from NBC correspondents from key areas, as well as those with the four Presidential and Vice Presidential candidates.

A second auxiliary studio will be the originating point for NBC's live, taped and filmed commercials.

Supervising the entire operation from the master control room on the 8H balcony will be William R. McAndrew, Vice President, NBC News; Julian Goodman, Director, News and Public Affairs; Elmer Lower, Manager of NBC News, Washington; producer Reuven Frank, and associate producer and director Jack Sughrue.

Two sub-control rooms will facilitate communications and control on the studio floor.

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4 - Studio 8H

NBC-TV cameras will operate from raised platforms, allowing newsmen and technicians on the floor to move about freely without getting into camera range.

Contained in the studio are 1,050,000 feet of telephone wiring, 3,000 feet of coaxial cable, 10,000 feet of audio lines, 3,000 feet of camera cable and 110,000 feet of control cables operating 15 cameras, six microphones, 213 telephones, 65 lighting units and 1,701 digital display boards (posting election results).

The vast electronic and electrical operation requires a continuous flow of 1,400,000 watts of power -- more than 20 times the wattage for a typical television program originating in Studio 8H.

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NBC-New York, 11/1/60



November 1, 1960

RELIGIOUS ISSUE IN PRESIDENTIAL ELECTION
EXAMINED ON 'DAVE GARROWAY TODAY SHOW'

The religious issue in the Presidential election will be examined on NBC-TV's "Dave Garroway Today Show" Thursday, Nov. 3, when Charles Taft, chairman of the Fair Campaign Practices Committee, will be a guest on the program. Mr. Taft, who is in Cincinnati, will be interviewed by Dave Garroway in NBC's New York Studios.

Examples of letters and pamphlets expressing opposition to a Catholic for the Presidency will be shown. In contrast with this literature, Garroway will display the famous "to bigotry no sanction" letter written by President George Washington in 1790 to the Hebrew Congregation in Newport, R. I. The letter contains the often quoted sentence: "For happily the Government of the United States, which gives to bigotry no sanction, to persecution no assistance requires only that they who live under its protection should demean themselves as good citizens, in giving it on all occasions their effectual support."

Now owned by the Morris Morganstern Foundation, the original document will be brought from the B'nai Brith Building in Washington to New York under guard for the broadcast.

"The Dave Garroway Show" is presented on the NBC-TV Network Monday through Friday, 7-9 a.m. EST.

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November 1, 1960

AWARD-WINNING TEAM OF CHET HUNTLEY AND DAVID BRINKLEY WILL COVER
NATION'S VOTE FROM VANTAGE POINT IN NBC'S ELECTION CENTRAL

Chet Huntley and David Brinkley will cover the 1960 elections on Nov. 8 from a table with a commanding view of NBC Election Central in Studio 8-H in New York.

From this vantage point, the two Emmy Award-winning correspondents will be able to watch and report the changing returns from all 50 states as they are posted electronically on large concave panels ranged in a semi-circle around the studio.

For Huntley and Brinkley, the Election Night coverage will be the culmination of a long and busy political year. They have broadcast numerous special election-year programs, including full-hour interviews with each of the four top candidates, and they headed NBC's widely praised coverage of the national conventions last Summer.

In addition, they have reported political developments on their daily NBC Radio broadcasts and on NBC-TV's "Texaco Huntley-Brinkley Report" Mondays through Fridays.

Huntley and Brinkley were first brought together for the NBC coverage of the 1956 conventions and they have worked together ever since.

Huntley, who was born in Cardwell, Mont., didn't start out to be a newsman -- he had medical ambitions -- but winning a debating

(more)

2 - Huntley and Brinkley

contest in high school turned his career thoughts toward expressing ideas vividly.

In Montana State College, he continued a pre-med course for three years but also maintained his interest in public speaking. He won a National Oratory Tournament in 1932, ending his medical ambitions.

With a scholarship to the Cornish School of Arts in Seattle as his prize, Huntley went on to study speech and drama. After a year at Cornish, he transferred to Washington University and obtained his B. A. degree in 1934.

When the Seattle Star hired him to read items over a local station, Chet was finally launched on his news career. He worked next on radio stations in Spokane and Portland and then joined CBS on the West Coast in 1939. He worked out of Los Angeles for CBS until 1951, covering the founding of the United Nations in 1945 among other top stories.

In 1951, he switched to ABC and covered the historic Bandung Conference for that network, adding a reporting swing throughout Asia and the Middle East before coming home.

Huntley joined NBC in 1955. He "anchored" the 1956 political convention coverage and the 1958 elections and has been reporter-commentator for NBC News on major feature stories and fast-breaking news since his arrival.

With his wife, the former Tipton ("Tippy") Stringer, who was a Washington (D. C.) weather reporter on TV, he makes his home in New York City.

Brinkley, a native of Wilmington (N. C.), joined NBC in Washington (D. C.) in 1943, and over the years has served as radio news writer, reporter, special events supervisor, news editor and commentator.

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3 - Huntley and Brinkley

Earlier, he worked on his home-town Wilmington Star-News while attending high school, and then attended the University of North Carolina and Vanderbilt University.

After college he worked for the United Press in Nashville, Montgomery and Atlanta before entering the Army. Upon completion of his tour of duty, Brinkley joined NBC. He covered the White House in his early days with the network and has appeared on many NBC News shows through the years, among them "America United," "Pro and Con" and the "News Caravan." In 1958, Brinkley spent a week in April covering the opening of the Brussels World's Fair.

Of the top events he covered in Washington, his personal favorite was, as he puts it, "the Adams-Goldfine vicuna coat and oriental rug story (on one episode of this I broke up on the air, never could get through the story and got lots of mail from people saying that ought to happen more often)."

Key jobs (in addition to the conventions in 1952 and 1956) he has handled for NBC News include the 1954 Congressional elections, the 1956 Presidential election, the second Eisenhower inauguration, Queen Elizabeth's visit to the United States and Canada, the NATO summit meeting in Paris, and the 1958 Congressional elections.

Around his home in Montgomery County, Maryland, Brinkley is a hi-fi addict and enjoys cabinet-making in his well-equipped workshop. He is married to another former United Press staffer, Ann Fischer. They have three children, Alan, 10; Joel, 7; and John, 5.

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NBC-New York, 11/1/60



November 1, 1960

ACCURACY, IMPARTIALITY AND SPEED STRESSED TO STATE CORRESPONDENTS
BY NBC'S ELMER W. LOWER IN POINTERS FOR ELECTION NIGHT REPORTS

Accuracy, impartiality and speed are the three precepts stressed in a 10-page list of instructions to state correspondents from Elmer W. Lower, Manager, NBC News Washington, who will head NBC News' nationwide election reporting system.

Here are some of the "general guidelines of coverage" set forth in the memorandum:

"Covering an election is, first of all, an exercise in accuracy. At the risk of sounding trite, we repeat: 'Get it first but get it right.'

"We want no inflation of figures. Use all your ingenuity to beat the opposition, but use only ballots that have actually been tabulated.

"NBC News must maintain complete impartiality and fairness in reporting the election results. Even though some of you may be associated with news organizations which have endorsed particular candidates and even though you may have strong personal feelings, strive to keep personal or organizational bias out of your reporting.

"Election reporting would be meaningless if it concentrated solely on figures. Naturally, we must have the figures first and fast

(more)

2 - Election Instructions

before we can tell our audience what is happening as it happens. But we must go farther than that. We are asking you to telephone periodically brief stories, telling us what is happening or has happened in your state's election and the 'why' of it. Additionally, we are asking you to telephone brief bits reflecting the lighter side of the election news. These often illuminate the candidates and the issues -- and on rare occasions even the results -- better than the bare figures.

"Covering an election is also an exercise in organization. The winning team will be the one which has the best organization clearly set up and thought out in every detail. We think we have done that in all of the tabulation and collection procedures in our New York Election Headquarters. But it will be ineffective if you have not followed through in similar detail. Make sure that you are positioned so that you have the fastest possible access to the vote tabulation and that your telephone communication with Studio 8-H in New York will function smoothly."

Lower said NBC News wants state correspondents to give first priority to their state-wide popular vote for President as it is counted. Results in gubernatorial and senatorial races are second in importance, he said, interpretative data is third and results in special House races are fourth.

The memorandum includes 10 examples of the kind of text material needed, ranging from an early piece on the weather, turnout and any unusual incidents at the polls to concessions by any reputable newspaper of the electoral vote in its state.

Lower brings to his job as operations manager of the Election Night coverage a total of 28 years of experience in reporting national

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3 - Election Instructions

elections, beginning in 1932 with the United Press in Missouri. He reported the elections in Ohio and West Virginia for United Press in 1936 and in Illinois for the Associated Press in 1940. He was in the service in 1944, but in 1948 he covered the Western states for Time and Life magazines. During the 1952 elections he was overseas as chief of the Information Division for the U. S. High Command for Germany, where his duties included telling the German people how democratic elections are conducted in America. In 1954, 1956 and 1958 he was general manager of the CBS election coverage.

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NBC-New York, 11/1/60



November 1, 1960

FIGURING THE ELECTION

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A 3-by-2½-Inch Numeral Was Basis of the Immense Setting
For NBC News' Coverage of the 1960 Balloting

The immense setting for NBC News' coverage of the 1960 elections was developed from a numeral three inches high and two-and-one-half inches wide.

This basic unit for the thousands of figures NBC will use in posting election returns determined virtually every dimension of NBC Election Central, the positions of the television cameras focused on the returns and even the arrangement of working space for 300 news editors, assistants and technical personnel in NBC's Studio 8-H, New York, on Tuesday, Nov. 8.

The size of the numerals was chosen for maximum visibility and readability, so that NBC Television viewers may follow with ease the developments in the Presidential election, 27 gubernatorial contests and 34 races for Senate seats. "Our figures will come up big and bright," said Reuven Frank, who will produce the television coverage.

To show the votes for the candidates as they progress, NBC will use 1,701 electrically operated digital displays, with each display equipped to register the numbers "0" through "9" by rear-screen projection. Large population states require a series of seven digital

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2 - Election

displays for each candidate; small population states need only six. Additional units will show the percentage of votes tabulated.

Jack Sughrue, who designed NBC Election Central and will direct the television coverage, explained that the measurements of the digital displays determined the size of the state boards and that, in turn, the geographical groupings of state boards determined the size of the regional bays for the East, South, Midwest and West.

"If these regional bays were joined together, they would form a perfect circle, because each is an arc," Sughrue said. "The closeup camera for each bay has been locked into position directly opposite the center, which means that every state board is absolutely equidistant from the camera lens. The camera will be restricted to the single motion of panning the bay.

"If lines were drawn from the ends of an arc to the camera platform, the area enclosed would be shaped like a piece of pie. Inside this quadrant will be all the editorial personnel specifically involved in that operation -- the regional correspondent, his editors, the operators of the posting machines and the various other assistants.

"There will be four of these quadrants, one for each region. Outside of them will be all the other editorial workers feeding the flow of information into them."

Sughrue said the mathematical precision of the Election Central's planning applies also to the deck from which Chet Huntley and David Brinkley will anchor the television coverage. "They will be the only persons in the studio who can see every election figure at all times," he said. "They will be 50 to 52 feet away from every state board."

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November 1, 1960

MATH PRODUCTION

Cool and Calculus Method Assures NBC's Correct Election Tally

For the past 12 years, Stanley Rotkewicz has been sharpening his mathematical skill on budgets, payrolls and expense accounts, figured in dollars, pounds, rubles, yen and virtually every other currency. On Tuesday, Nov. 8, he will get the chance to try his numerical prowess on something new -- the nation's election returns.

As Manager of Budgeting and Pricing, Rotkewicz rides herd on all matters of finance for NBC News -- whether it's the price of a typewriter ribbon in London or a roll of news film in Algiers, a rickshaw ride in Hong Kong or a chartered tugboat in New York Harbor.

Since the Election Night story is, to a large extent, a story of numbers, Rotkewicz has been chosen for a key role in the NBC coverage. He will head a 28-man team that will post the returns on large concave panels in NBC's Studio 8-H in New York. He has handpicked his aides from NBC accounting, business affairs, transportation and other departments where figures are the stock in trade.

"We looked for people who can handle numbers quickly and accurately -- people who think in numbers," Rotkewicz says. "We can't afford to be slowed down by anyone who has to hunt and peck to spell out

(more)

2 - Math Production

a seven-digit figure. To make doubly sure, we're having our people bring their own calculating machines with them -- the same machines they use on their jobs every working day."

The "Rotkewicz Rangers," as they are known around NBC News, will work at consoles in front of the five large panels representing the national vote and state votes in the East, South, Midwest and Far West. By turning dials, they will light up numbers in any of some 20,000 electric units that will eventually spell out victory or defeat for each candidate.

Rotkewicz tried out the system, on a somewhat smaller scale, at the national political conventions last Summer. He used it to flash the roll calls on the screen, keeping a running total of every roll call without making a single error at either convention. NBC was the only network with that distinction.

To keep this record unbroken, Rotkewicz is planning several rehearsals, one of which will be a complete run-through using the night-long returns of the 1956 elections. To prevent any bottlenecks on Election Night, he has organized a four-man trouble-shooting team that will move into any area where the returns are piling up.

Rotkewicz finds that election returns and expense accounts have at least one thing in common: working with either of them requires an eye for the obvious error. He believes that by practicing with past returns his men will become so familiar with election patterns that any serious error will stand out "like an \$18 breakfast."

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NBC-New York, 11/1/60

CORRECTION, PLEASE, FOR NOV. 10 'PUREX SPECIAL FOR WOMEN'

The title "Dr." should precede the names of the two experts who will be interviewed by Pauline Frederick on the Thursday, Nov. 10 "Purex Special For Women" -- "The Trapped Housewife." The names should correctly read: Dr. William Dobriner and Dr. Max Siegel.

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NBC- NBC-New York, 11/1/60



November 2, 1960

PROGRAM CHANGES

NIXON AND KENNEDY WILL EXPLAIN THEIR CONCEPTS OF PRESIDENCY
IN SPECIAL STATEMENTS ON 'THE CAMPAIGN AND THE CANDIDATES'

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Lodge and Johnson to Give Views of Vice Presidency on Same Hour

Vice President Richard M. Nixon and Senator John F. Kennedy will explain their concepts of the United States Presidency in separate filmed statements on "The Campaign and the Candidates" Saturday, Nov. 5 (9:30-10:30 p.m. EST).

(NOTE TO EDITORS: The previously announced interviews with former President Harry S. Truman and former Governor Thomas E. Dewey of New York will not be presented on this program.)

In addition to the Nixon and Kennedy statements, filmed especially for the program, there will be similar segments featuring Senator Lyndon B. Johnson and Henry Cabot Lodge Jr., discussing their concepts of the Vice Presidency. Each of the four statements will be about three minutes in length.

An examination of varying viewpoints on the religious issue will include statements by Dr. John C. Bennett, dean of the Union Theological Seminary in New York, and by Herman L. Turner of Atlanta, who heads the United Presbyterian Church. There will also be interviews

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2 - 'The Campaign and the Candidates'

with a Catholic voter for Nixon and a Protestant voter for Kennedy. A previously announced statement by Ramsey Pollard, president of the Southern Baptist Convention, will not be included on the program.

Other features on the program, including reports on a day in the campaigns of Nixon and Kennedy, an examination of voter registration, a comparison of issues as stated by the two candidates, a report on the Vice Presidential race, and late developments in the campaign, will be presented as previously announced.

Frank McGee will be anchorman. Chet Hagan is producer and Robert Priaulx director.

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NBC-New York, 11/2/60



November 2, 1960

FULL 2-HOUR BROADCAST OF 'DAVE GARROWAY TODAY SHOW' NOV. 9
WILL BE DEVOTED TO ELECTION COVERAGE

"The Dave Garroway Today Show" will devote its full two hours of programming Wednesday, Nov. 9 (7-9 a.m. EST), on the NBC-TV Network to coverage of the 1960 elections, bringing viewers a complete picture of the nationwide results in the Presidential contest and the races for 27 gubernatorial posts, 34 Senate seats and 437 House seats.

The broadcast will originate in NBC Election Central in New York and will be an extension of NBC News's Election Night coverage, with the vast team of correspondents, editors and technicians remaining on duty to gather, tabulate and report the latest election figures.

Dave Garroway will anchor the "Today" operation, assisted by "Today" reporter Martin Agronsky, news editor Frank Blair and special projects editor Paul Cunningham. The program will include reports on world reaction to the elections from NBC News correspondents in seven foreign capitals. The correspondents and the cities are: Joseph C. Harsch, London; Edwin Newman, Paris; Irving R. Levine, Rome; Robin McNeil, Berlin; John Rich, Moscow; Welles Hangen, Leopoldville; and Cecil Brown, Tokyo.

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November 2, 1960

NBC-TV HALF-HOUR, WITH CHET HUNTLEY REPORTING,
EXAMINES KEY GOVERNOR AND SENATE RACES IN U.S.

Key gubernatorial and senatorial races across the nation will be examined on "Chet Huntley Reporting" Sunday, Nov. 6 on the NBC-TV Network (5:30 to 6 p.m. EST). Reports from Oregon, Illinois, Minnesota, Maine, Massachusetts and California will be included in the program.

Murray Fromson will report on the Senate race in Oregon between Maurine B. Neuberger, Democrat, and former Governor Elmo Smith, Republican. Mrs. Neuberger is the wife of the late Senator Richard L. Neuberger, who died during his term of office. Hall Lusk who was appointed to fill the unexpired term is not running for election.

Floyd Kalber will cover the political scene in Illinois and Minnesota. In Illinois, one of the most important electoral states, the offices of Governor and Senator are up for election. Republican Governor William G. Stratton is running for an unprecedented third term against Otto Kerner Jr., Cook County Judge. For the Senate seat the Democratic incumbent Paul H. Douglas, senior senator from the state, is facing Samuel Witwer, who is making his first bid for a major elective office.

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In Minnesota, Governor Orville L. Freeman and Senator Hubert H. Humphrey (Democrats) are running for re-election, Freeman against Elmer Andersen and Humphrey against Minneapolis Mayor P. Kenneth Peterson.

Bill Ryan will analyze the feminine Senate race in Maine between Republican incumbent Margaret Chase Smith (running for her third term) and Democrat Lucia M. Cormier, former representative.

He will also report on the Massachusetts race. With Foster Furculo (Democrat) not running again for the Governorship the race is wide open with Joseph D. Ward (Democrat) facing John A. Volpe (Republican). In the Senate race Leverett Saltonstall (Republican) is trying for his third term against Thomas J. O'Connor (Democrat).

None of the major political offices are being contested in California but state interest is directed at referendums which deal with a wide range of laws from water bills to non-profit country clubs becoming tax-free. Roy Neal will report on this scene.

28 COLUMBIA AND RUTGERS STUDENTS TO BE ELECTION AIDES AT NBC

Twenty-eight journalism students from Columbia University and Rutgers University will be gaining on-the-job experience Tuesday night (Nov. 8) as general assistants in NBC-TV's election coverage.

The group includes three foreign members: one each from West Germany, Formosa and Malaya. Fifteen students are majors in Journalism at Columbia, nine of them are working there on their Masters' degrees in Public Affairs and Government, and the other four are members of the Rutgers School of Journalism.



November 2, 1960

RCA 501--COMPUTER WHICH RUNS VOTE RETURNS THROUGH 100,000
MATHEMATICAL OPERATIONS IN A MINUTE--WILL PROJECT
TRENDS AND WINNERS EARLY ON ELECTION NIGHT

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System Is Part of NBC's Election Coverage With
Huntley and Brinkley Heading Staff of 1,000

A computer that runs election returns through 100,000 mathematical operations in a single minute will enable NBC to project trends in the nation's voting early on Election Night and, in all probability, indicate the victorious candidates much sooner than was possible in any previous election.

The details of these projections will be reproduced on a high-speed printer capable of printing 600 lines a minute -- or 10 a second.

The computer will be part of the NBC election coverage to be headed by Emmy Award-winning correspondents Chet Huntley and David Brinkley. The two newsmen will be backed by a staff of more than 1,000 reporters, editors and assistants working in NBC Election Central in New York and gathering returns in each of the 50 states.

The computer to be used in the project, called "Operation Ballot," is the RCA 501, an all-transistorized system designed especially to provide data processing service for companies big and

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small. Within its memory have been stored 100,000 mathematical operations, plus information on voting habits, changing economic conditions, shifts of population and latest registration figures. This information was gathered in a year-long study.

The statistics formulating these mathematical operations -- in computer language, a "mathematical model" -- concern past voting in relation to a number of socio-economic factors that are apt to influence the voting. These include such factors as location, per capita income, age, education, number of business failures, religion, labor force in agriculture and population elements.

Headquarters for "Operation Ballot" will be at the RCA Electronic Data Processing Center at 45 Wall Street, New York, where NBC News correspondent Richard Harkness will report the voting trends projected by the computer.

On Election Night the system processing "Operation Ballot" will be linked to NBC Studio 8-H by DaSpan, a digital communications system developed by RCA as an "electronic pipeline for paperwork." This will feed election returns to the Wall Street center in the form of punched paper tape to be fed into the computer. The RCA Electronic Data Processing Center at Cherry Hill, N. J. (in the Philadelphia-Camden Area) also will be linked to "Operation Ballot."

As a check of the system's reliability in such a project, the "Operation Ballot" team tested it with returns in the three previous Presidential elections. They reported it to be "exceptionally accurate."

"Operation Ballot" represents the most extensive use ever made of electronic data processing to provide for early projection of the final Presidential vote. And it will have access to a tremendous computer capability in the RCA 501.

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This system has a computer that processes data from up to 63 magnetic tape stations as well as from its own high speed magnetic core storage. The core storage unit alone contains 262,144 characters -- letters, numerals or punctuation marks.

Each of the 63 tape stations can "remember" over 9,000,000 characters on its 2,400-foot reel of magnetic tape. The tape stations can feed information back to the computer at the rate of 33,000 characters a second. A paper tape reader permits information to be inserted into the system at approximately 1,000 characters a second.

The project team of more than 100 technical experts and specialists is under the direction of RCA data processing executives. It also has the services of CEIR, Inc., outstanding consultants in computer technology, which participated in the year-long study of voting habits; Richard Scammon, noted political analyst and author of "America Votes," and Dr. John Mauchly, a pioneer in digital computers. Arthur A. Katz is project manager for RCA.

The NBC Election Night coverage is under the overall supervision of William R. McAndrew, Vice President, NBC News, assisted by Julian Goodman, Director of News and Public Affairs. Elmer W. Lower, Manager, NBC News, Washington, will be operations manager in charge of NBC's own election news service. Reuven Frank will be producer of the Election Night television coverage. Russ Tornabene will produce the radio coverage.

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NBC-New York, 11/2/60

NBC TELEVISION NETWORK NEWS

November 2, 1960

"THE NATION'S FUTURE"

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James J. Kilpatrick, an Editor of Richmond (Va.) News-Leader,
Will Debate Rev. Martin Luther King Jr. on Sit-In Issue

James J. Kilpatrick, an editor of the Richmond (Va.) News-Leader, will face Rev. Martin Luther King Jr., integration leader, in a debate on the question of sit-in demonstrations on NBC-TV's "The Nation's Future" Saturday, Nov. 26 (9:30-10 p.m. EST).

Kilpatrick, a member of the Virginia Commission on Constitutional Government, replaces James H. Gray, editor and publisher of the Albany (Ga.) Herald, who has withdrawn from the program. Kilpatrick and Dr. King will debate the question: "Are sit-in strikes justifiable?"

The program will originate in New York and will be moderated by John K. M. McCaffery. The NBC-TV Network series is produced by Robert Allison, under supervision of Irving Gitlin, executive producer.

"The Nation's Future" series starts Saturday, Nov. 12. It will be presented Saturdays from 9:30-10:30 p.m. EST, except every third week (as on Nov. 26) when the network broadcast is scheduled from 9:30 to 10 p.m. EST, with the remaining half-hour available to NBC-TV affiliated stations for a continuation of the discussion keyed to particular community needs.

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NBC TELEVISION NETWORK NEWS

November 2, 1960

GOVERNORS OF SEVEN STATES SALUTE NBC-TV'S "OMNIBUS," STARTING
SEVENTH YEAR NOV. 13 WITH STUDY OF PRESIDENCY

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"Omnibus Day" Proclaimed in Alabama and Arkansas

Governors of seven states -- Alabama, Arkansas, California, Colorado, Florida, Montana and Texas -- have saluted the NBC-TV Network's "Omnibus" series, which starts its seventh season on television Sunday, Nov. 13 (5-6 p.m. EST) with a searching documentary study of the U. S. Presidency, entitled "He Shall Have Power."

Two of the governors, John Patterson of Alabama and Orval E. Faubus of Arkansas, have proclaimed Nov. 13 as "Omnibus Day" in their states. The other five have sent congratulatory messages to Robert Saudek, creator and executive producer (for Robert Saudek Associates) of the series, as follows:

Gov. Edmund G. Brown of California -- "I am delighted that 'Omnibus' is returning to the air. The contributions to American culture, education and art made by 'Omnibus' during its long and distinguished career would be hard to exaggerate..."

Gov. Stephen L. R. McNichols of Colorado -- "I was gratified to learn that this excellent television program will again be available to television audiences throughout the country..."

Gov. LeRoy Collins of Florida -- "I am delighted that such a distinguished program as 'Omnibus' has not been lost to the American people. I am sure that 'Omnibus' will continue to provide in the future the high-quality programs which have won it so many awards in the past..."

(more)

Gov. J. Hugo Aronson of Montana -- "I am very pleased to hear that 'Omnibus' will be coming back to the airwaves in the Fall..."

Gov. Price Daniel of Texas -- "It was with great pleasure that I learned the 'Omnibus' television series which you started in 1952 is being resumed on NBC-TV on Nov. 13. I have greatly enjoyed some of the fine programs produced by this fine series in the past and look forward to your future work..."

The text of the gubernatorial proclamations in both Alabama and Arkansas follows:

Whereas, The distinguished television series -- OMNIBUS -- has from its creation in 1952 by Robert Saudek successfully sought to raise the standards of commercial video and has in the process won 75 major awards; and

Whereas, OMNIBUS is generally credited with having opened up Sunday afternoon programming to the top quality standards that now make it the glory of American television, to the cultural enrichment of the entire country; and

Whereas, This prize-winning series has proven that high quality television does indeed attract large audiences as well as enthusiastic sponsors; and

Whereas, OMNIBUS returns under the sponsorship of Aluminum, Limited to NBC-TV on Sunday, November 13 at 5 p.m. with a searching look-in-depth at the institution of the American Presidency;

Now, therefore, I, John Patterson (Orval E. Faubus), do hereby proclaim Sunday, November 13, 1960 as

OMNIBUS DAY

in the state of Alabama (Arkansas) and call the attention of the citizens to this valuable program.

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NBC-New York, 11/2/60

NBC COLOR TELEVISION NEWS



November 2, 1960

FASHION SHOW IS FEATURE OF 'FROM THESE ROOTS' COLORCAST NOV. 11

A fashion show featuring new Ceil Chapman originals modeled by principal members of the cast, will be among the special events when the Friday, Nov. 11 program of "From These Roots" (3:30-4 p.m. EST) is colorcast as part of the NBC-TV Network's "Color TV Day -- U. S. A." observance.

On that day, as part of the serial drama's storyline, the annual fund-raising dance for the Allen Foundation for Medical Research will be held. The fashion show will be part of the dance entertainment and the models will be Ann Flood, Audra Lindley, Barbara Berjer and Vera Allen.

Another highlight of the dance will be a song-and-dance number by Sarah Hardy and John Colenback. Dressed as hoboes, they will sing, "A Couple of Swells."

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REVISED CREDITS FOR 'FROM THESE ROOTS' ON NBC-TV NETWORK

Time: NBC-TV Network, Monday through Friday, 3:30 to
4 p.m. EST

Format: Serial drama based on the lives of the Fraser
family and their friends in the small New
England town of Strathfield.

Cast: Liz Fraser Allen.....Ann Flood
David Allen.....Robert Mandan
Ben Fraser.....Rod Hendrickson
Emily Benson.....Helen Shields
Lydia Benson.....Sarah Hardy
Tim Benson.....John Stewart
Ben Fraser Jr.....Frank Marth
Rose Fraser.....Tresa Hughes
Dan Fraser.....Dana White
Dr. Buck Weaver.....Len Wayland
Maggie Weaver.....Billie Lou Watt
Kass.....Vera Allen
Peggy Tomkins Benson.....Ellen Madison
Laura Tomkins.....Audra Lindley
Stanley Krieser.....Leon Janney
Lynn Franklin.....Barbara Berjer
Tom Jennings.....Craig Huebing
Jimmy Hull.....John Colenback

Executive Producer: John C. Greene

Producer: Paul Lammers

Director: Len Valenta

Writer: Leonard Stadd
(more)

2 - Revised Credits for 'From These Roots'

Music by: Clarke Morgan

Unit Manager: Clem Egolf

Original Starting Date: June 30, 1958

Sponsors (and Agencies): Beech Nut Life Savers Inc. (Young & Rubicam Inc.); General Mills Inc. (Batten, Barton, Durstine & Osborn Inc.); H. J. Heinz Company (Maxon Inc.); Lever Brothers Co. (Batten, Barton, Durstine & Osborn Inc.); Plough Inc. (Lake-Spiro-Shurman Inc.); The Proctor-Silex Corp. (Weiss and Geller Inc.) and The Purex Corp. (Edward H. Weiss & Co.).

Origination: Live from NBC-TV's New York studios

NBC Press Representative: Stan Appenzeller, N. Y.

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NBC-New York, 11/2/60

MONITOR

THE NBC WEEK-END RADIO SERVICE

November 2, 1960

JOSEPH C. HARSCH COMMENTATOR OF NEW WEEKLY RADIO
PROGRAM, 'A CLOSER LOOK AT THE NEWS'

Joseph C. Harsch, NBC News senior foreign correspondent, will be the commentator on a new weekly radio program, "A Closer Look at the News," which starts Friday, Nov. 4 (10:30 to 10:45 p.m. EST) as part of NBC Radio's "Monitor."

The 15-minute broadcast will be an analysis and interpretation of news which has occurred during the week, with special emphasis on international affairs and their effect on the United States. Harsch is stationed in England, where he is chief of the NBC News office in London. A noted commentator, and a newsman for the past quarter century, he has been with NBC since 1952.

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November 3, 1960

SPONSORSHIP PURCHASE BY REMINGTON RAND ELECTRIC RAZOR
MAKES NBC-TV ELECTION NIGHT COVERAGE A FULL SELL-OUT

The Remington Rand Electric Shaver Division of Sperry-Rand Corporation has purchased sponsorship of NBC-TV's Election Night coverage next Tuesday (Nov. 8), making it a complete sell-out, it was announced today by Don Durgin, Vice President, NBC Television Network Sales.

Remington joins six other advertisers in sponsoring NBC-TV's continuous coverage of election returns, which will begin at 7:30 p.m. (EST) Tuesday, rather than 8:30 p.m. (EST), as previously announced. NBC News' David Brinkley and Chet Huntley will be anchormen in the complete coverage that will originate in NBC's specially installed election headquarters in Studio 8-H in New York.

The Remington purchase was placed through Young & Rubicam Inc. The other sponsors of the coverage and their agencies are Brown & Williamson Tobacco Company, through Ted Bates and Company; Cowles Magazines Inc., through McCann-Erickson Inc.; Field Enterprises Inc. through Keyes, Madden & Jones Inc.; B. F. Goodrich Company and its dealers through Batten, Barton, Durstine & Osborn Inc.; Thomas J. Lipton Company through Sullivan, Stauffer, Colwell & Bayles, and Sandura Company Inc., through Hicks & Greist Inc.

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November 3, 1960

NBC-TV ELECTION NIGHT COVERAGE TO START AT 7:30 P.M. (EST)

Continuous coverage of the elections on the NBC-TV Network Tuesday, Nov. 8, will begin at 7:30 p.m. instead of 8:30 p.m. as previously announced, William R. McAndrew, Vice President, NBC News, said today.

The NBC News' election coverage will start with "The Texaco Huntley-Brinkley Report" from 6:45 to 7 p.m., and will be presented after 7 p.m. as developments warrant until 7:30 p.m., when the continuous coverage begins.

(All times above are EST.)



November 3, 1960

NBC RADIO NETWORK AND VETERANS OF FOREIGN WARS
JOIN IN NATION-WIDE EFFORT TO GET OUT THE VOTE

A nation-wide public service effort to help get out the vote in the Nov. 8 election has been announced jointly by Albert L. Capstaff, Vice President, NBC Radio Network, and T. C. Connell, National Commander-in-Chief of the Veterans of Foreign Wars.

In a broadcast scheduled for Sunday, Nov. 6 (8:05 p.m. EST) "Monitor's" Dave Garroway will discuss with Mr. Connell the VFW's gigantic "Parade of Enlightened Voters," a campaign in which local VFW commanders all over the country are conducting an exhaustive non-partisan program to get out the maximum vote in their local communities.

"This is a unique public service opportunity for 'Monitor' and a chance to put to full use the flexibility for which the program is famous," Mr. Capstaff said. "During the broadcast we will bring in for the first time 200 local VFW commanders to participate in the discussion between Dave Garroway and Ted Connell."

In New York, "Monitor's" audience will hear Edward Papantino, VFW's National Chairman on Americanism, who will tell about the organization's extensive get out the vote activities in this area.

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November 3, 1960

'ELECTION COUNTDOWN, FINAL REPORT' ON NBC RADIO NETWORK MONDAY
WILL HAVE BOB HOPE AS HOST AS EXPERTS SIZE UP CAMPAIGN'S END

NBC star Bob Hope will be host of "Election Countdown, Final Report," the last of NBC Radio Network's pre-election program series which will be broadcast Election Eve, Monday, Nov. 7 (8:06-8:58 p.m. EST).

Morgan Beatty and Robert McCormick, veteran NBC correspondents who will be featured with Hope as anchormen for NBC Radio on this program, will also serve in the same key capacity for the radio network in reporting election returns Nov. 8.

The many segments of the 52-minute NBC News presentation will deal with various aspects of the election and the two major Presidential candidates as the campaign nears its finish.

Samuel Lubell, political analyst, will report on the voting trends in the suburban regions of the nation and the national picture. NBC White House correspondent Ray Scherer will talk about the campaigns of the candidates as he witnessed them during the past two months. Robert McCormick will report on the Senate race and NBC Congressional correspondent Arthur Barriault will report on the House race. Leif Eid will be heard in a humorous feature on Washington, 1961.

(more)

2 - 'Election Countdown, Final Report'

NBC's Election Night regional reporters -- Sander Vanocur for the East, Frank McGee for the South, John Chancellor for the Midwest and Merrill Mueller for the West -- will discuss the possible outcomes of elections in their areas. Richard Harkness, who will be stationed at the RCA Electronic Data Processing Center in New York's Wall Street, will explain the use of the RCA 501 computer system, which will project the Presidential winner early on Election Night.

The campaigns will be summed up with excerpts from the four Nixon-Kennedy debates, and the two candidates will be heard discussing major issues of the election.

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NBC-New York, 11/3/60

NBC TELEVISION NETWORK NEWS

November 3, 1960

JEWISH THEOLOGICAL SEMINARY WILL HONOR NATIONAL BROADCASTING COMPANY
FOR 'ETERNAL LIGHT' TV PROGRAM AT START OF ITS TENTH YEAR ON NBC

The National Broadcasting Company will be honored by the Jewish Theological Seminary of America on Sunday, Nov. 6, for "The Eternal Light" television program as an endeavor which "has enriched Judaism as a faith, and American democracy as a citadel of cultural and religious freedom."

Robert W. Sarnoff, Chairman of the Board of NBC, will accept a citation on behalf of the network and its affiliated stations on "The Eternal Light" program of that date (1:30 p.m. EST).

Alan M. Stroock, Chairman of the Board of Directors of the Jewish Theological Seminary of America, will make the presentation, which will mark the start of the tenth year of "The Eternal Light" on the NBC-TV Network. The program, an NBC Public Affairs presentation, is produced in cooperation with the Seminary.

The citation was signed by Herbert H. Lehman, Chairman, Board of Overseers, and Louis Finkelstein, Chancellor, of the Jewish Theological Seminary, as well as by Mr. Stroock.

"Through the vision, the courage, and the understanding of the National Broadcasting Company," the citation says in part, "new paths have been explored. New ways have been found to express the eternal truths of religion to the vast audience accessible only to television."

(more)

In his response on the program, Mr. Sarnoff describes "The Eternal Light" as "a source of moral and ethical inspiration in an age that sorely needs it." The program "has distinguished itself on the frontier of imaginative television technique," he continues, and "plays an important role in enabling us to present a balanced program service that tries to meet the full range of our viewers' needs and interests."

Presentation of the citation will come at the close of a drama, "Pages from the Talmud," the first production in an eight-week anniversary cycle of dramas, musical shows and dialogues.

Following is the complete text of the citation:

"The Faculties, Board of Directors, and Board of Overseers of the Jewish Theological Seminary of America, marking the tenth year of collaboration in television production with the National Broadcasting Company, express our gratitude to those officers and staff members of the network who have participated in this unique, cooperative effort. Through the vision, the courage, and the understanding of the National Broadcasting Company new paths have been explored. New ways have been found to express the eternal truths of religion to the vast audience accessible only to television. This endeavor has enriched Judaism as a faith, and American democracy as a citadel of cultural and religious freedom.

(more)

CAST AND CREDITS FOR 'HE SHALL HAVE POWER' ON 'OMNIBUS'
SUNDAY, NOV. 13 (5-6 P.M. EST) ON THE NBC-TV NETWORK

A searching documentary examination of the office of the American Presidency, "He Shall Have Power," will be the 1960-61 season's premiere of the NBC-TV Network's award-winning "Omnibus" series Sunday, Nov. 13 (5-6 p.m. EST). It marks the beginning of the eighth season on television for the series of special programs of uncompromising high quality on a wide variety of dramatic, entertainment and documentary subjects.

THE CAST

LARRY BLYDEN.....as Theodore Roosevelt
PHILIP ABBOTT.....as Thomas Jefferson
LARRY GATES.....as George Washington
MICHAEL TOLAN.....as Abraham Lincoln
HARRY TOWNES.....as Woodrow Wilson
J. D. CANNON.....as Andrew Jackson
ROLAND WINTERS.....as Sen. William E. Borah
RICHARD SHEPHARD.....as Alexander Hamilton
DANA ELCAR.....as Sen. Thomas Hart Benton
EDGAR STEHLI.....as Rep. Nicholas Biddle
LEON B. STEVENS.....as Sen. Daniel Webster
JOHN COLICOS.....as Gen. George B. McClellan
CHRIS GAMPEL.....as Gideon Welles
MILTON SELZER.....as J. P. Morgan
EDMON RYAN.....as Justice John Marshall Harlan
MERCER McCLEOD.....as Sen. Henry Cabot Lodge

(more)

2 - 'He Shall Have Power'

ERIC BERRY.....as Premier Georges Clemenceau
LUDWIG DONATH.....as U. S. S. R. President Nikolai Lenin
GWILYM WILLIAMS.....as Premier Vittorio Orlando

* * *

CREDITS

PRODUCED BY	Robert Saudek Associates
EXECUTIVE PRODUCER:	Robert Saudek
HOST:	Alistair Cooke
COMMENTATOR:	McGeorge Bundy
ASSOCIATE PRODUCER:	David J. Oppenheim
DIRECTOR:	Fielder Cook
WRITTEN BY:	James Lee
FEATURE EDITOR:	Mary V. Ahern
DRAMA CONSULTANT:	Walter Kerr
PRODUCTION DESIGNER:	Henry May
COSTUME DESIGNER:	Saul Bolasni
PRODUCTION CONTROLLER:	Richard H. Thomas
HISTORICAL CONSULTANT:	Richard Hofstadter

* * *

SPONSORED BY	Aluminium Limited
AGENCY:	J. Walter Thompson Company
ORIGINATION:	NBC, New York, on tape
NBC PRESS REPRESENTATIVE:	Charlie Gregg, New York

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NBC-New York, 11/3/60

ERIC SHERBY.....as President General Association
 LUMING BOWEN.....as U. S. R. Representative National Labor
 OWLIVE WILLIAMS.....as Premier Virginia Citizens

* * *

CAST

JOHN H. HARRIS	PRODUCED BY
JOHN HARRIS	EXECUTIVE PRODUCER
ALBERT COOPER	EDITOR
JOHN HARRIS	CAST PRODUCER
DAVID L. COOPERMAN	CAST
JOHN HARRIS	CAST BY
JOHN HARRIS	RE EDITOR
JOHN HARRIS	CONSULTANT
JOHN HARRIS	CASTION DESIGNER
JOHN HARRIS	WE DESIGNER
JOHN HARRIS	CASTION CONSULTANT
JOHN HARRIS	CASTION CONSULTANT

* * *

JOHN HARRIS	PRODUCED BY
JOHN HARRIS	EXECUTIVE PRODUCER
JOHN HARRIS	EDITOR
JOHN HARRIS	CAST PRODUCER
JOHN HARRIS	CAST
JOHN HARRIS	CAST BY
JOHN HARRIS	RE EDITOR
JOHN HARRIS	CONSULTANT
JOHN HARRIS	CASTION DESIGNER
JOHN HARRIS	WE DESIGNER
JOHN HARRIS	CASTION CONSULTANT
JOHN HARRIS	CASTION CONSULTANT

NBC TELEVISION NETWORK NEWS^{2-X-H}

November 4, 1960

THREE PROGRAMS IN HAPPY MOOD TO BE PRESENTED IN 90-MINUTE PERIOD
AS FRIDAY NIGHT FEATURE ON NBC-TV NETWORK

A 90-minute block of happy-hearted programming will become a Friday night feature on NBC-TV starting in January, it was announced today by David Levy, Vice President, Programs and Talent, for the network.

Three half-hour filmed situation comedy shows -- two new, and one resuming, by popular demand, after a Summer run -- will take the time period, replacing "Dan Raven" (7:30-8:30 p.m. EST) and "The Westerner" (8:30-9 p.m. EST). They are:

"Happy" (which was half of the Summer 1960 replacement for the vacationing "Perry Como's Kraft Music Hall" series) will return Jan. 13 (7:30-8 p.m. EST), with a series of new episodes.

"One Happy Family," which makes its debut Jan. 13 (8-8:30 p.m. EST).

"Westinghouse Playhouse starring Nanette Fabray and Wendell Corey," which premieres Jan. 6 (8:30-9 p.m. EST), sponsored by Westinghouse Electric Corporation through McCann-Erickson Inc., agency.

"Westinghouse Playhouse starring Nanette Fabray and Wendell Corey" deals with situations based on events in the real family life of Miss Fabray and her husband Ranauld MacDougall, who wrote the pilot

(more)

2 - Three Programs in Happy Mood

film of the series. Miss Fabray is the stepmother of MacDougall's three children. In the TV series she plays Nan McGovern, wife of Dan McGovern (Corey) and stepmother of his children -- Nancy (played by Jacklyn O'Donnell) and Buddy (Robert "Fury" Diamond). Another regular cast member is Doris Kemper as Mrs. Harper, an elderly housekeeper. "Westinghouse Playhouse starring Nanette Fabray and Wendell Corey" is produced by Larry Berns and filmed at Revue Studios.

"Happy" features a "talking baby" and revolves about the infant's young parents, who run a motel, and their uncle, who "runs them." The series stars Yvonne Lime and Ronnie Burns as Sally and Christopher Day, parents of Christopher Hapgood Day -- the title subject. He is played alternately by twins David and Steven Born, who spell each other because of time problems concerned with filming infants. Character actor Lloyd Corrigan portrays Uncle Charlie Dooley. "Happy" is produced by Roncom Video Films Inc., which is headed by Perry Como. Alvin Cooperman is executive producer of the series. Manny Rosenberg is producer, with various directors and writers.

"One Happy Family" stars Dick Sargent and Jody Warner as newlyweds Dick and Penny. It concerns the lives and loves of a madcap -- three generation -- family, with Sargent playing a bewildered son-in-law who finds he has married into a family that can't help meddling in his marital affairs. Chick Chandler is featured as Barney and Elisabeth Fraser as Mildred, parents of Penny; and Jack Kirkwood as Charley and Cheerio Meredith as Lovey, Penny's grandparents. "One Happy Family" is produced by Goodson-Todman in association with NBC. Sid Dorfman and Al Lewis are the writers of the series.

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NBC TELEVISION NETWORK NEWS

November 4, 1960

"THE NATION'S FUTURE" NOV. 12

Pre-Broadcast Debates Before Studio Audiences in Chicago
And Los Angeles Will Precede Disarmament Debate On
NBC-TV Network by Dr. Teller and Dr. Szilard

A unique feature of the nationwide debate on disarmament to be presented on the first program of NBC-TV's "The Nation's Future" Saturday, Nov. 12 will be pre-broadcast debates on the same theme before studio audiences in Chicago and Los Angeles.

These preliminary debates will not be aired. However, there will be cutaways to the NBC Studios in Chicago and Los Angeles during the broadcast (9:30-10:30 p.m. EST) for questions from members of those audiences, including scientists and members of the press. The broadcast will originate in New York, where a studio audience also will participate in the question-and-answer session.

The opponents in the televised debate will be Dr. Edward Teller, frequently described as the "father of the Hydrogen Bomb," and Dr. Leo Szilard, who played a leading role in the development of the Atomic Bomb. The series will be moderated by John K. M. McCaffery, television newsman, author, former book-publishing and magazine editor, and former moderator of the program, "The Author Meets the Critic."

In Los Angeles, the debate which immediately precedes the broadcast will be between TV star Steve Allen, who is co-chairman of

(more)

the Hollywood Committee for a Sane Nuclear Policy, and Najeeb Halaby, attorney, tax consultant and director of "Town Hall."

More than 400 persons have been invited to the Los Angeles studio including Trevor Gardner, Dr. Wolfgang Panofsky, Thomas Lanphier and other scientists and engineers; Mayor Norris Poulson of Los Angeles and other political and civic leaders; students from area universities, and a group of television and motion picture personalities. Among the latter are Robert Ryan, Phyllis Kirk, Shirley MacLaine, Lee Marvin, James Whitmore, Barry Sullivan, Ray Bradbury, Rod Serling, Norman Panama and Max Youngstein.

The preliminary debate in Chicago will be between Dr. William C. Davidson, associate physicist at Argonne National Laboratory, and Dr. Martin D. Dubin, assistant professor of political science at Roosevelt University. The studio audience will number about 75 persons.

In NBC's New York Studios, the guest list of more than 200 persons will include a large number of scientists, among them Dr. Donald Brennan of Massachusetts Institute of Technology, Prof. Harrison Brown of California Institute of Technology, Prof. Paul Doty of Harvard University and Prof. Eugene Wigner of Princeton University. There also will be representatives from the Committee for a Sane Nuclear Policy, the Council on Foreign Relations, the Foreign Policy Association, the American Legion and other national organizations.

"The Nation's Future" will be produced by Robert Allison under supervision of Irving Gitlin, Executive Producer, Creative Projects, NBC News and Public Affairs. Charles N. Hill will direct the series.

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NBC COLOR TELEVISION NEWS



November 4, 1960

LYNN FONTANNE WILL BE HEARD AS NARRATOR
IN MARY MARTIN'S "PETER PAN" COLORCAST

Lynn Fontanne will be heard as narrator throughout NBC-TV Network's colorcast of Mary Martin as "Peter Pan" Thursday, Dec. 8 (7:30-9:30 p.m. EST).

Miss Fontanne's part of the program was taped in London this week, where she is appearing with her husband, Alfred Lunt, in "The Visit." The actress's participation in "Peter Pan" came about because of her enthusiasm for the Sir James M. Barrie classic and her long-standing friendship with Miss Martin.

Currently, Miss Martin is starring in "The Sound of Music" at the Lunt-Fontanne Theatre in New York.

(The Richard Halliday-Edwin Lester production of Mary Martin as "Peter Pan," starring Cyril Ritchard as Captain Hook, will be presented as originally choreographed, staged and adapted by Jerome Robbins. Vincent J. Donehue will direct the two-hour color special.)

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NBC-TV NETWORK PROGRAM

VIEWERS' MAIL COMMENDS PRODUCERS OF FIRST
"PUREX SPECIAL FOR WOMEN"

A large amount of viewer mail, commending the producers of the "Purex Special for Women" series was received following the Oct. 14 presentation of "The Cold Woman" on the NBC-TV Network. (The second program in the series, "The Trapped Housewife," starring Phyllis Thaxter, will be broadcast Thursday, Nov. 10 from 4 to 5 p.m. EST).

Since the topics for all programs in the NBC-TV series are chosen with regard to areas of interest to women in a changing world -- where the role of the wife, the mother, the homemaker is subject to new strains -- the comments following the initial program were especially valuable to the producers.

From Los Angeles, a viewer wrote: "If your presentation did anything for me, it was to make me even more aware of the needs in marriage. People need to be more open -- more honest with themselves and with others. Problems 'in the open' make life interesting -- problems hidden by fears bring grief and anxiety."

Many of writers complimented the network and the program on the "excellent taste" used in handling the subject of sexual and emotional frigidity, on the "forthright portrayal" of the problem, and the "educational nature" of the script. (Both "The Cold Woman" and the upcoming presentation, "The Trapped Housewife," were written by producer George Lefferts).

A viewer in Seattle, Wash., wrote: "I am certain that it took courage to present a show like that and I think it was wonderful.

(more)

2 - 'Purex Special for Women' Series

It was done with good taste and restraint and should contribute much to better human relations. We are glad to be treated as intelligent adults."

In New York City, a lawyer wrote: "I seldom write fan letters, but I took time off last Friday to see the program "The Cold Woman" which was beautifully produced, impeccably acted, excellently written and directed."

Executive producer Irving Gitlin said, after reading the comments from viewers: "This confirms in my mind even more strongly the need for intelligent, painstaking television treatment in areas wherein vital problems affecting the public are concerned. Once people realized we were rendering a genuine, much needed service -- not trying to be sensational -- their response was highly gratifying.

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NBC-New York, 11/4/60

CAST, CREDITS AND HIGHLIGHTS OF "WONDERLAND ON ICE"

SKATING EXTRAVAGANZA ON NBC-TV NETWORK NOV. 17

Program: "Wonderland on Ice"

Time: NBC-TV Network Thursday, Nov. 17
(7:30-8:30 p.m. EST)

Host: Efrem Zimbalist Jr.

Special Guest Star: Dorothy Collins

Featuring: Highlights of the "Holiday on Ice
of 1961" company

Executive Producer: Jack Philbin

Produced by Bill Nichols

Directed by Grey Lockwood

Written by Bill Nichols

Associate Director: Hugh McPhillips

Technical Director: Bob Waring

Music Arranged by George Williams

Choreographer: Chester Hale

Unit Manager: Jack Petry

Lighting Director: Walter O'Meara

Announcer: Larry Dent (of WKJG-TV, Fort Wayne,
Ind.)

Production Assistant: Cathleen McNamara

Audio: Mahlon Fox

NBC Chicago Orchestra
Under Direction of: Joe Gallichio

* * *

(more)

"Specialized on TV"

US-TV Network (Nov. 27)

(7:30-8:30 P.M. EST)

Edwin Landis Jr.

Country Club

Highlights of the "Holiday on

of 1951" company

John Wilson

Bill Wilson

Gray Wilson

Bill Wilson

John Wilson

Bob Wilson

George Wilson

Charles Wilson

Jack Wilson

Walter Wilson

Early part (of US-TV, Nov. 27)

(Nov. 27)

Edwin Landis Jr.

Country Club

Joe Wilson

2 - Credits for 'Wonderland on Ice'

Sponsor: Top Value Enterprises (for Top
Value Trading Stamps)
Agency: Campbell-Mithun Inc.
Origination: Allen County Coliseum, Fort Wayne,
Ind., on tape
NBC Press Representative: Charlie Gregg, New York

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'HOLIDAY ON ICE OF 1961' CREDITS

Presented by Morris Chalfen
Produced by Ruth Tyson
Manager: Ken Stevens
Associate Producer: Dolores Pallet
Music Conductor: Ben Stabler
Costume Designer: Fred Wittop
Production Supervisor: John Finley

* * *

PROGRAM HIGHLIGHTS

1. Introduction; "Efrem Zimbalist Jr. Explains Ice Skating"
-- Zimbalist, Dorothy Collins
2. "Golden Aurora" -- Entire Company
3. "Adagio" -- Jinx Clark and Alfredo Mendoza
4. "Togetherness" -- The Williams Family
5. "Night and Day" -- Dorothy Collins
6. Dialogue -- Zimbalist and Miss Collins
7. "Slavonic Rhapsody" -- Dorothy Goos
8. "Comedy on Ice" -- Paul Andre

(more)

3 - Credits for 'Wonderland on Ice'

9. "Mother Goose Land" -- Dorothy Collins and Entire Company
10. "Acrobatics on Ice" -- Werner Muller
11. "Revue des Ballets"
 Les Sylphides -- Renata Muller
 Swan Lake -- Ray Balmer
 Les Patineurs -- Tommy Allen
12. "Blues on Ice" -- Dorothy Collins; Jinx Clark and Entire
 Company
13. Specialty Number -- Debbie and Bobby Williams
14. "Be a Clown" -- Zimbalist and Miss Collins; Buddy and
 Baddy
15. "Marine Corps Drill" -- Entire Cast
16. Finale and Closing -- All

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NBC-New York, 11/4/60

NBC TRADE NEWS²-X-H

November 7, 1960

LIFE MAGAZINE TO SPONSOR NBC-TV SPECIAL PROGRAM

TITLED '25 YEARS OF LIFE' ON MARCH 2, 1961

Life Magazine will sponsor a special program titled "25 Years of Life" on the NBC Television Network on Thursday, March 2, 1961 (9:30-11 p.m. EST), it was announced today by David Levy, Vice President, Programs and Talent, NBC Television Network.

Based on the broad achievements of Life in the fields of editorial and photographic journalism in the past quarter-century, the program will star Bob Hope as host, with a cast that will include a number of other outstanding entertainers, according to Richard Linkroum, Director of Special Programs, NBC Television Network.

Also participating will be several members of Life's distinguished team of photographers, writers and others from its staff, Mr. Linkroum said. In addition to the entertainment highlights of the 90-minute program, "25 Years of Life" will also review the major role Life has had in reporting the various aspects of life in America and throughout the world. From the magazine's extensive and distinguished photographic files will be shown many of the pictures for which it has been famous -- representing the war years, art, entertainment, the sciences and other subjects.

The program will be produced by Robert Bendick.

The purchase was placed through Young & Rubicam, Inc.

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November 7, 1960

WILLIAM H. TREVARTHEN ELECTED VICE PRESIDENT,
TELEVISION NETWORK OPERATIONS,
NATIONAL BROADCASTING COMPANY

William H. Trevarthen has been elected Vice President, Television Network Operations, National Broadcasting Company, it was announced today by Robert W. Sarnoff, Chairman of the Board of NBC.

Mr. Trevarthen has been with NBC since April, 1959, when he was appointed Director of Television Network Operations. He is in charge of NBC studio and theatre operations, maintenance and plant facilities, and administration and scheduling of all engineering personnel.

Mr. Trevarthen was Vice President, Production Services, for ABC before joining NBC in 1959. He joined ABC in 1943 as a staff engineer. In July, 1947, he was promoted to operations supervisor. He became National Director of Technical Operations for the network in March, 1950, and two years later was named Director of Engineering Operations. He was appointed Vice President, Production Services, for ABC in February, 1959.

Before joining ABC, he had served as maintenance engineer at NBC since 1938. In 1942 he became research associate at Harvard University's Underwater Sound Laboratory on a one-year leave of absence from NBC. He was graduated from Bliss Engineering School, Washington, D. C., in 1929 and attended Boston University. He was an engineer for General Electric, Western Electric and Stewart-Warner Corporation before joining NBC.

Mr. Trevarthen was born in South Range, Mich. He lives in East Williston, Long Island, N. Y., with his wife and daughter.

CAST AND CREDITS FOR "MACBETH," TWO-HOUR COLOR FILM PRODUCTION
TO BE COLORCAST ON NBC-TV NETWORK'S "HALLMARK HALL OF FAME,"
SUNDAY, NOV. 20 FROM 6 TO 8 P.M. EST

MAURICE EVANS

JUDITH ANDERSON

in

WILLIAM SHAKESPEARE'S

"MACBETH"

Also Starring

MICHAEL HORDERN

IAN BANNEN

and

FELIX AYLMER

MALCOLM KEEN

VALERIE TAYLOR

MEGS JENKINS

JEREMY BRETT

WILLIAM HUTT

CHARLES CARSON

TRADER FAULKNER

and

GEORGE ROSE

(as the Porter)

PRODUCED AND DIRECTED BY GEORGE SCHAEFER

Music composed by:

Richard Addinsell

Music conducted by:

Muir Mathieson

Director of photography:

Fred A. Young

Art Director:

Edward Carrick

Costume Designer:

Beatrice Dawson

Film production supervised by:

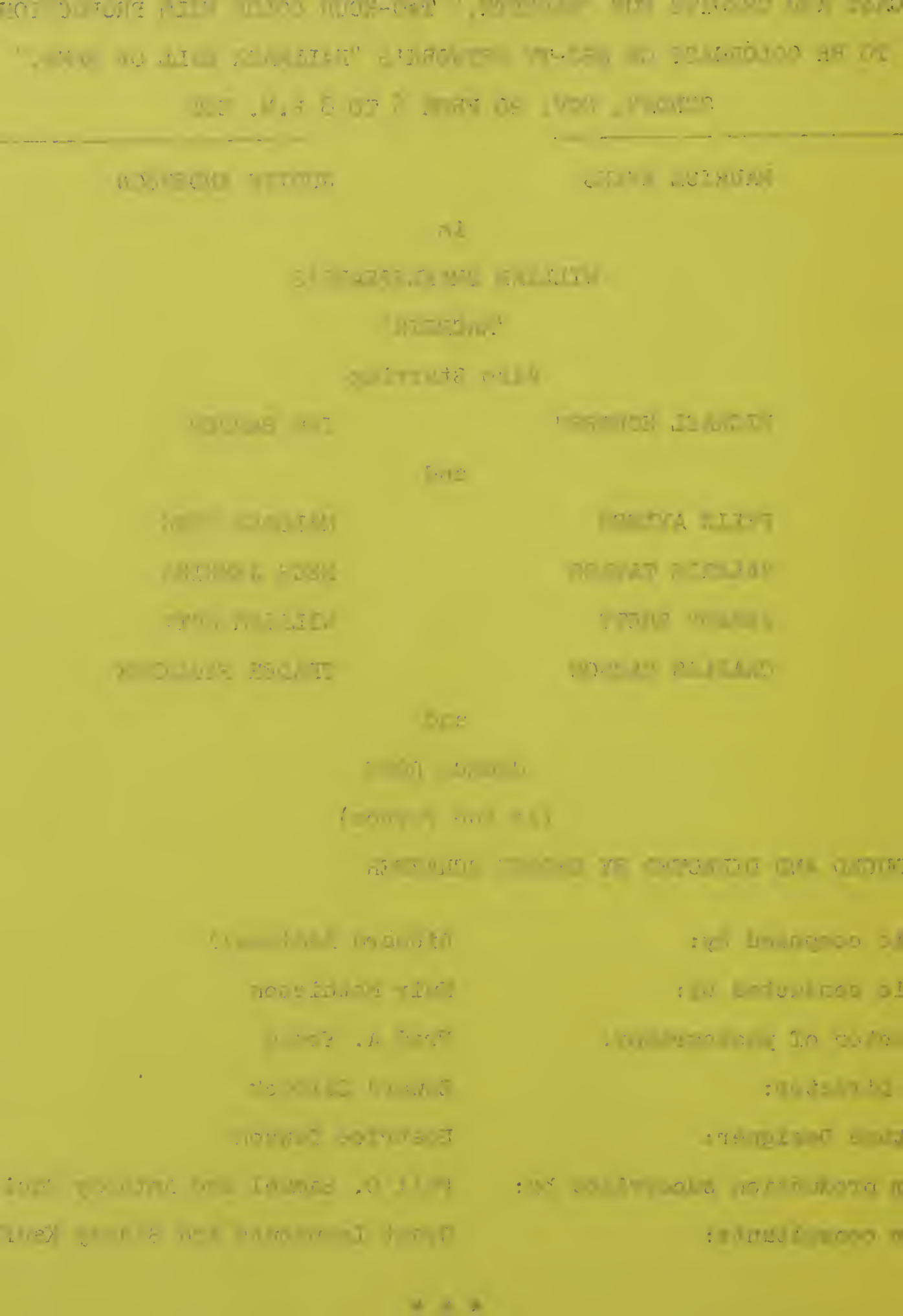
Phil C. Samuel and Anthony Squire

Film consultants:

Grant Leenhouts and Sidney Kaufman

* * *

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2 - Cast and Credits for 'Macbeth'

Sponsor: Hallmark Cards, Inc.
Agency: Foote, Cone and Belding
Origination: Filmed in Scotland, and in Elstree Studios,
London.
NBC Press Representative: Noreen Sherlock

* * *

THE CAST

MACBETH:	Maurice Evans
LADY MACBETH:	Judith Anderson
BANQUO:	Michael Hordern
MACDUFF:	Ian Bannen
DOCTOR:	Felix Aylmer
DUNCAN:	Malcolm Keen
FIRST WITCH:	Valerie Taylor
GENTLEWOMAN:	Megs Jenkins
MALCOLM:	Jeremy Brett
ROSS:	William Hutt
CAITHNESS:	Charles Carson
SEYTON:	Trader Faulkner
PORTER:	George Rose
ANGUS:	Brewster Mason
MENTEITH:	Simon Lack
FLEANCE:	Scot Finch
BLOODY SERGEANT:	Robert Brown
SECOND WITCH:	Anita Sharp-Bolster
THIRD WITCH:	April Olrich

(more)

3 - Cast and Credits for 'Macbeth'

THE CAST (CONT'D)

FIRST MURDERER:	Michael Ripper
SECOND MURDERER:	Douglas Wilmer
DONALBAIN:	Barry Warren

* * *

SYNOPSIS

Three witches appear to Macbeth and Banquo, the King's Generals, as they return victorious from battle. They hail Macbeth as the Thane of Glamis, Thane of Cawdor. Macbeth and Banquo then meet equerries of King Duncan who tell Macbeth he has been named Thane of Cawdor as a mark of royal favor. Later, Lady Macbeth suggests to her husband that they use the opportunity of King Duncan's visit to plot his death. Macbeth murders Duncan in his sleep. Duncan's sons, Malcolm and Donalbain, flee separately to England and Ireland. Macbeth is crowned King. Frantic to secure his position, he hires two men to kill Banquo and his son Fleance, but Fleance escapes. That night, Macbeth imagines he sees Banquo at the state banquet. Ross and Angus send for Macduff, who has fled to get the help of the English king. Macbeth learns of Macduff's defection and orders the castle of Fife razed and Macduff's wife and children put to death. Lady Macbeth, oppressed by guilt, goes mad. Macbeth prepares to face an army led by Malcolm and Macduff. The army gains entrance to the castle. Macbeth dies fighting. Malcolm is crowned King.

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NBC-New York, 11/7/60

2-X-H



November 9, 1960

HOW NBC NEWS KEPT AHEAD WITH FULL ELECTION STORY

NBC News was ahead through $13\frac{1}{2}$ hours of continuous election coverage on the NBC-TV Network -- ahead with the most consistent and accurate projection of the final outcome, with the fastest and most complete reporting of returns, and with an audience greater than both other networks combined.

The continuous coverage was presented by award-winning correspondents Chet Huntley and David Brinkley assisted by the RCA 501 computer system and by a staff of more than 1,000. It began (all times EST) at 7:30 p.m. Tuesday, Nov. 8, and ran through the night and morning hours to the conclusion of the "Today" program at 9 a.m. Wednesday, Nov. 9. Thereafter, the NBC-TV Network cut away periodically for special reports on the hairbreadth Presidential race.

NBC News rounded out its election coverage with a special broadcast that began on the NBC-TV Network at 12:45 p.m. Wednesday and ended at 2:11 p.m. It included the full remarks of Herbert Klein, press secretary for Vice President Nixon, conceding the election to Senator Kennedy. It also included the President-Elect's acceptance remarks in a remote broadcast from Hyannis Port, Mass. The day's special broadcasts were handled by Frank McGee, Merrill Mueller, John Chancellor, Sander Vanocur, Ray Scherer, Herb Kaplow and other NBC News correspondents.

(more)

2 - Election

The NBC coverage was supervised by William R. McAndrew, Vice President, NBC News, assisted by Julian Goodman, Director of News and Public Affairs, and Elmer W. Lower, Manager of NBC News, Washington. The coverage was produced by Reuven Frank, with Jack Sughrue as associate producer. Among the achievements of the NBC coverage, were the following:

-- An early projection of the final election outcome, computed by the RCA 501 and holding within tenths of a percentage point of the actual results. NBC-TV reported at 8:22 p.m. Tuesday night that the RCA 501 had projected the final popular vote at 51.1 per cent for Senator Kennedy and 48.9 per cent for Vice President Nixon. The RCA 501 was the only computer used by the networks that did not project a Nixon victory.

-- A consistent lead in reporting the election returns. With hundreds of special reporters telephoning NBC Election Central with returns from state, county and precinct level, NBC was ahead with the popular vote throughout the night. The NBC "Victory Desk" gave Kennedy 16 states with 241 electoral votes by 12 midnight and declared the Senator a winner at 7:19 a.m. Wednesday morning. By noon, the NBC popular count was 32,261,663 for Kennedy and 31,804,233 for Nixon.

-- NBC captured more than half of the total audience viewing the TV coverage of the election -- the largest audience ever attracted by a single event on television. The national Arbitron ratings showed that in the hours from 7:30-11 p.m., NBC had 51 per cent of the total home hours of viewing --

(more)

3 - Election

or 46,415,000 out of a total of 91,698,000 home hours. The largest audience was recorded by Arbitron in the 10-10:30 p.m. period -- a total of more than 83,000,000 viewers for all networks.

To report the election, NBC used the most elaborate and comprehensive news-gathering system ever devised for broadcasting. The network had special reporters in each of the 50 states, in every county of the 12 largest states, and in 50 "barometric" precincts. These reporters telephoned returns directly to NBC Election Central in New York, where they were tabulated, posted and televised in numerals designed for maximum visibility and readability.

At the same time, the returns were transmitted to the RCA Electronic Data Processing Center at 45 Wall Street in New York, via DaSpan, a communications system developed by RCA. There they were fed into the RCA 501 computer system for projections of the final outcome of the election. The projections were reported by correspondent Richard Harkness in periodic remote broadcasts from the center.

The first projection of the RCA 501 put the final popular vote at 51.1 percent for Kennedy and 48.9 percent for Nixon. Throughout the night the computer system steadily whittled down the minute difference between its original projection and the final vote as it was counted. At 7:16 a.m. Wednesday, the RCA 501 projection of the final popular vote was 50.9 percent for Kennedy and 49.1 percent for Nixon.

The computer system was prepared for its Election Night role during more than a year of work by a team of 100 mathematicians, statisticians, political scientists, sociologists, and other specialists. This "Operation Ballot" team stored some 200,000 factors from past

(more)

4 - Election

elections in the electronic memory of the RCA 501. As the Election Night returns were fed into the computer and applied to these factors, the RCA 501 made its projections of the final results.

The NBC Radio Network carried 12 hours of continuous election coverage, starting at 7:30 p.m. Tuesday and ending at 7:30 a.m. Wednesday. Radio anchormen were Morgan Beatty and Robert McCormick, assisted by Frank Bourgholtzer covering the East, Peter Hackes the South, Martin Agronsky the Midwest and Elmer Peterson the West. The radio coverage, produced by Russ Tornabene, drew on the projections of the RCA 501 and the reporting of the full NBC News team.

The NBC-TV election coverage was completed where it had begun 24 hours earlier -- on "The Texaco Huntley-Brinkley Report" (6:45-7 p.m.). Huntley and Brinkley summarized the events of the election in this regular evening (Monday through Friday) news program.

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NBC-New York, 11/9/60

NBC COLOR TELEVISION NEWS



November 9, 1960

"DESERET," TWO-HOUR NBC OPERA, NOW IN PRODUCTION
FOR NEW YEAR'S DAY COLORCAST ON NBC-TV NETWORK

The two-hour opera "Deseret" by Leonard Kastle is being taped this week by the NBC Opera Company for its NBC-TV Network colorcast Sunday, Jan. 1 (3-5 p.m. EST). This will be the world premiere performance of the new American work relating a story in the life of Brigham Young. The fictionalized libretto was written by Anne Howard Bailey.

Cast for the opera includes Kenneth Smith as Brigham Young, Judith Raskin as Ann Louisa Brice (who is about to become his 25th wife), Rosemary Kuhlmann as Young's first wife Sarah, John Alexander as Captain James Dee (Union Army officer on a mission for President Lincoln), and Mac Morgan and Marjorie McClung as Mr. and Mrs. Brice (parents of Ann Louisa).

Jan Scott has designed the settings, which are located in Lion House, the residence of Brigham Young in Utah, then the territory of Deseret.

Peter Herman Adler is conductor and Kirk Browning director. Samuel Chotzinoff is producer of the NBC Opera Company.

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CREDITS FOR 'THE GREAT IMPERSONATION'
ON 'DOW HOUR OF GREAT MYSTERIES'

Program: "The Great Impersonation" by E. Phillips Oppenheim
Series: "Dow Hour of Great Mysteries"
Date and Time: NBC-TV Network, Tuesday, Nov. 15, 10-11 p.m. EST.
Storyline: German spies plot to place a man of their own in
the British House of Lords in place of a British
lord who had been absent from England for 11
years. They count on the perfect resemblance
of their substitute to the peer.
Cast: Princess StephanieEva Gabor
Baron Von Ragastein }
Lord Dominey }Keith Michell
Rosamund Dominey.....Jeanette Sterke
Brandt.....Theodore Marcuse
Kaiser.....Otto Simanek
Schmidt.....Martin Kosleck
Mangan.....Geoffrey Lumb
Eddie Pelham.....Louis Edmonds
Hilda.....Margit Fossgrin
Director: David Greene
Producer: Robert Saudek Associates
TV Writers: Audrey and William Roos
Sets: Henry May
Costumes: Saul Bolasni
Host: Alistair Cooke
Sponsor: Dow Chemical Company
Agency: MacManus, John and Adams Inc.
NBC Press
Representatives: Leonard Meyers (New York); Jane Westover

(Hollywood).

-----o----- NBC-New York, 11/9/60

JACK TRACY
ROOM 320

FROM THE NATIONAL BROADCASTING COMPANY

City Rockefeller Plaza, New York 20, N. Y.

2-X-H

November 10, 1960

ROBERT W. SARNOFF TO ADDRESS OPENING LUNCHEON OF CONVENTION
OF BROADCAST PROMOTION ASSOCIATION IN NEW ORLEANS

Robert W. Sarnoff, Chairman of the Board, National Broadcasting Company, will address the opening luncheon of the convention of the Broadcast Promotion Association Monday, Nov. 14, in New Orleans.

Mr. Sarnoff will speak on the subject: "Broadcasting: A Year to Remember."

The fifth annual meeting of the association, which is being held at the Sheraton-Charles Hotel, will continue through Wednesday.

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CAST AND CREDITS FOR NBC-TV'S "BOB HOPE BUICK SHOW"

WEDNESDAY, NOV. 16--FILMED AT U.S. AIR FORCE ACADEMY IN COLORADO

Program: "The Bob Hope Buick Show"

Time: NBC-TV Network Wednesday, Nov. 16,
9-10 p.m. EST

Starring: Bob Hope

Guest stars: Kay Starr, Steve McQueen and Neile Adams
(Mrs. Steve McQueen); with the U. S. Air
Force Academy Band directed by Capt. Carl
Costenbader, and the Cadet Chorale led
by Roger Boyd.

Directed by Jack Shea

Produced by Jack Hope

Written by: Lester White and John Rapp; Mort Lachman
and Bill Larkin; Charles Lee

Consultant: Norman Sullivan

Special material: Gig Henry

Choreography: Jack Baker

Music coordinator: Gene Garf

Costumes by: Kate Drain Lawson

Makeup: John Chambers

Technical Adviser: John Pawlek

Director of photography: Alan Stesnvold A.S.C.

Sound: Dave Forrest

Film editors: Mario Mora and John McCafferty

Assistant director: Stanley Goldsmith

Associate producer: Sil Caranchini

(more)

2 - Cast and Credits for 'The Bob Hope Buick Show'

Origination: A Hope Enterprises production filmed
at U. S. Air Force Academy, Colorado
Springs, Colo.

Sponsor (and agency): Buick Motor Division, General Motors
Corporation (McCann-Erickson Inc.)

NBC Press Representatives: Bill Faith (Hollywood); Al Cammann
(New York)

Pre-empts this date only: "Perry Como's Kraft Music Hall"

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NBC-New York, 11/10/60



November 10, 1960

TALLY WHOA!

NBC's Election Central earned the nickname of "Space Ship: Destination White House" while others fondly referred to the place where they were held captive for 18 hours Tuesday and Wednesday (Nov. 8 and 9) as the "Mother Ship"....Talking about nicknames Chet Huntley was affectionately known as 'NBC's 502' when he was co-starring with RCA's 501 computer system....Merrill Mueller gave Election Central a hospital ward atmosphere. Recovering from a bout with pneumonia he received hourly visits from an NBC nurse who administered his prescribed dosages of medicine...NBC's election coverage was probably the only show which had its reviews in print before it finished its production.

A quick witted secretary who was refused admittance to Election Central because she had forgotten her credentials substituted a flat pearl button ear-ring for the required entrance badge to get past the guards. There was an emphasis on impartiality at NBC even with regard to credentials. The network used campaign buttons for entrance badges but left them perfectly blank.

(more)

2 - Tally Whoa!

Chet Huntley and David Brinkley didn't bump knees or step on each others toes Election Night as they did at Conventions. The leg space under the turnstile-shaped desk had been divided by strong stanchions at Brinkley's request...NBC bowed to the electronic age in building Election Central, with one exception: A primitive dumb-waiter system made of two-by-fours was used to transport copy to the Huntley-Brinkley team...Dave and Chet surpassed their record for marathon sitting. It was nine hours at a stretch in LA but they sat for 12 hours Tuesday night and Wednesday morning. The faux-pas of the night resulted when a harassed reporter grabbed a man's ear-piece thinking it was a private line to the director, only to learn that the device was a hearing aid.

Brinkley was again at his witty best. Here's a sample about the RCA 501: "We have just given our electronic brain its two-o'clock feeding of warm election returns."

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NBC-New York, 11/10/60

NBC TELEVISION NETWORK NEWS ~~2-1-H~~

November 11, 1960

NBC NEWS' COVERAGE OF KENNEDY INAUGURATION ON NBC-TV
WILL BE SPONSORED BY PUREX CORPORATION

The Purex Corporation will sponsor NBC News' coverage of the inauguration of Senator John F. Kennedy as the 35th President of the United States on Friday, Jan. 20, 1961, on NBC-TV, it was announced today by Edwin S. Friendly Jr., Director of Special Program Sales, NBC Television Network.

The order was placed by Purex before last Tuesday's election.

NBC News' Chet Huntley and David Brinkley will report highlights of Inaugural Day in Washington, beginning at 11 a.m. EST with the Presidential motorcade from the White House to the Capitol steps. Other events to be broadcast in the Purex sponsorship are the inaugural parade, and the Inaugural Ball at night, for a total of between five and six hours coverage of the day's highlights.

The purchase for Purex was placed through Edward H. Weiss Company of Chicago.

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NBC TELEVISION NETWORK NEWS

November 11, 1960

BRUCE YARNELL, YOUNG SINGING STAR AND DRAMATIC ACTOR,
IS SIGNED TO AN EXCLUSIVE NBC-TV NETWORK CONTRACT

Bruce Yarnell, youthful singing star and dramatic actor who will have the role of Sir Lionel in the forthcoming Broadway production of "Camelot," has been signed to an exclusive NBC-TV contract, David Levy, Vice President, Programs and Talent, for the network, announced today.

The six-foot-five baritone was signed to a long-term contract by David Tebet, Vice President, Talent Relations, who has charge of NBC's expanded talent operation.

"In keeping with our policy of discovering tomorrow's stars today for NBC," Mr. Levy said, "we were doubly impressed by young Bruce Yarnell's firm and robust voice, his appealing stage presence and genuine talent as a dramatic actor. He has all of the makings of top stardom."

The son of a retired detective for the Los Angeles Police Department, Yarnell was previously seen on NBC-TV on the Nov. 27, 1957, colorcast special presentation of "Annie Get Your Gun," which starred Mary Martin and John Raitt; and on the "Producers' Showcase" colorcast of "Rosalinda," which starred Cyril Ritchard, on July 23, 1956.

He most recently appeared in the New York area as Lt. Adam Clark in the Jones Beach Theatre presentation of "Hit the Deck." Yarnell's additional TV credits include appearances on "The Bob Crosby Show" on CBS-TV and "The Jack Gregson Show" on ABC-TV. His nightclub

(more)

appearances included New York's Latin Quarter, Hollywood's Moulin Rouge, the Dunes Hotel in Las Vegas, and the Beverly Hills Country Club in Cincinnati.

He has performed in operas, including "David," "Marriage of Figaro," "Don Giovanni," "La Boheme" and "Carmen," in the Los Angeles area, and has cut two recordings, "House of the Lord" and "Bruce Yarnell Sings," for Capitol Records.

Yarnell's numerous stage credits, mostly in California and Canada, include "The Pink Jungle," "Oklahoma!" "Wonderful Town," "Annie Get Your Gun," "Rosalinda," "South Pacific," "Can Can" and "California Story."

A native of Los Angeles and an alumnus of Hollywood High School and Los Angeles City College, Yarnell started out professionally as a singer with the famed Mitchell Boys' Choir in Hollywood. He received vocal training from Melbane Beasley, whose pupils have included Felix Knight, Mimi Benzell, Anne Jeffreys, Keith Andes and Barbara Patton.

Married to the former Frances Chadwick, a fashion model and writer for Vogue magazine, Yarnell makes his home in Flushing, N. Y. The couple has two infant daughters, Teresa and Waverly.

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NBC-New York, 11/11/60

NBC COLOR TELEVISION NEWS



November 11, 1960

DINAH SHORE SETS PRE-THANKSGIVING 'CHEVY SHOW' COLORCAST
WITH PATTI PAGE, ART CARNEY AND FOUR CHILD PERFORMERS

Patti Page makes her debut on the series, Art Carney makes a return appearance and the Four Little Angels round out the guest list on the Thanksgiving edition of "The Dinah Shore Chevy Show" colorcast over the NBC-TV Network Sunday, Nov. 20 (9 p.m. EST).

Miss Page, whose crowded schedule Dinah finally managed to break into, provides one of the show's highlights when she blends voices with Miss Shore in a medley about men. Tunes include "I'm Just Wild About Harry," "My Bill," "Oh, Johnny," "Happiness Is Just A Thing Called Joe" and "Charlie My Boy."

Carney is spotlighted three times as he and Dinah intersperse the full-hour program with their "Thanksgiving Trilogy." This is a trio of sketches on how the holiday is celebrated by three couples -- Mr. and Mrs. Hobo, Mr. and Mrs. Penthouse and Mr. and Mrs. Janitor.

Showbusiness newcomers, the Four Little Angels, brothers and sisters ranging in age from five through eight, come on with their own tune, "Olympia."

In a swinging opening, each of the guests is introduced entirely via song and dance. With the cast garbed in tuxedos and

(more)

2 - Dinah Shore

derbies this curtain-raising production number finds Dinah singing "Cool," Patti singing "Left Right Into Your Heart," Carney singing "Doddle Dee Doo" and the entire cast combining on "Things Ain't What They Used to Be."

Rounding out the program is Dinah's mid-show ballad, "The Man I Love," and her traditional finale for this holiday, "The Thanksgiving Song."

Originating live from NBC Color City, Burbank, Calif., this colorcast is produced by Robert Finkel, directed by Dean Whitmore and Finkel, written by Charles Isaacs, and choreographed by Tony Charmoli. Musical direction is by Harry Zimmerman. Ticker Freeman, Earle Brown and Nat Farber provided special musical material.

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NBC-New York, 11/11/60

NBC'S DON DURGIN TO ADDRESS RTES ON "TV IN THE SIXTIES"

Don Durgin, Vice President, NBC Television Network Sales, will be the speaker at the first Time Buying and Selling Seminar of the season of the Radio and Television Executives Society on Tuesday, Nov. 15.

Mr. Durgin will address the luncheon meeting, to be held at the Hotel Lexington, New York, on the topic "Television in the Sixties -- A Look at Network Programming and Sales Trends in the Decade Ahead." A question-answer period will close the seminar.

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STUDENT GUIDES FOR "THE NATION'S FUTURE" AND OTHER NBC NEWS AND PUBLIC AFFAIRS PROGRAMS ARE NOW AVAILABLE

Student guides for "The Nation's Future" and other NBC news and public affairs programs are being made available for classroom use and home study in a service provided by a new unit of the NBC Promotional Services Department.

The student guides are sent by teletype to affiliated stations of the NBC-TV Network for local distribution. They may also be obtained by sending a self-addressed envelope to NBC Visual Aid, Room 211, 30 Rockefeller Plaza, New York 20, N. Y.

"The Nation's Future" will start Nov. 12 with a disarmament debate by Dr. Edward Teller and Dr. Leo Szilard, and will present a debate on birth control by Sir Julian Huxley and Jacques Mertens de Wilmars Saturday, Nov. 19 (9:30-10:30 p.m. EST).

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NBC-New York, 11/11/60

CREDITS FOR 'THOSE RAGTIME YEARS,' A 'PROJECT 20' EVENT
ON NBC-TV NETWORK TUESDAY, NOV. 22 (10-11 P.M. EST)

Starring Hoagy Carmichael

With Dorothy Loudon, Mae Barnes, Billy B. Quartet, Eubie
Blake, Minns and James, Wilbur de Paris Band,
Robin Roberts, Ralph Sutton, Clara Ward Singers,
Dick Wellstood

Description: Dramatic and musical portrayal of the ragtime music
era (c. 1900-1917). Predominantly "live-on-
tape," it also features historic film and still-
pictures-in-motion.

Executive Producer: Donald B. Hyatt

Produced and written by William Nichols

Directed by William A. Graham

Associate Producer: Robert Garthwaite

Music: Robert Russell Bennett

Conducted by Bernard Green

Film Edited by Silvio d'Alisera

Assistant to the Producer: Claire Rosenstein

Research by Daniel Jones, Peretz Johnnes

Unit Manager: Jim Reina

Scenic Designer: Don Swanagan

Costumes: Lewis Browne

Technical Director: Lawrence Elikann

Associate Director: Gordon Rigsby

Graphic Arts: Guy Fraumeni

Lighting: Alan Posage

Audio: Neal Smith

Sponsor: The Purex Corporation

Agency: Edward H. Weiss Company

PERRY COMO PROFILED BY PETE MARTIN IN THREE-PART
SATURDAY EVENING POST STORY

Perry Como is the latest personality to be profiled in the Saturday Evening Post by Pete Martin, whose first installment of a three-part story, "I Call on Perry Como," is a feature of the current (Nov. 12) issue of the magazine.

The Post editor's "intimate portrait" of "the fabulous singing barber who parlayed an amiable, easy going manner into one of the most successful shows on TV," is illustrated with color pictures of the star of the NBC-TV Network Wednesday night (9-10 p.m. EST) colorcast series, "Perry Como's Kraft Music Hall."

Included is a candid picture of a typical Como gesture and photos of Como with his family, on the golf course, and with various stars who have appeared as guests on his show -- including Bing Crosby, Peggy Lee, Gary Cooper, Tab Hunter and Lena Horne.

In the story Como gives his impressions of celebrity golf meets for charity ("They're fun until they start leaving you no room to play in"), tells of the various ways he handles tensions during TV rehearsals ("For example, I'll sing in the wrong key"), and explains his attitude when he's given a flowery compliment on his singing ("I'm supposed to be singing good").

Como also tells how he felt when he started as a solo singer in a theatre, what it means to be called "Mr. Nice Guy," and gives some thoughts about his audiences. In future installments Como will talk about the work week that makes up his one-hour TV show, his private life, rock 'n' roll and his audience with Pope Pius XII, among other topics.

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NBC-New York, 11/11/60

CREDITS FOR 'NO PLACE LIKE HOME,'

NBC-TV SPECIAL COLORCAST

ON THANKSGIVING DAY

Program: "No Place Like Home"

Time: NBC-TV Network colorcast, Thanksgiving
Day, Thursday, Nov. 24, 5:30-6:30 p.m.
EST

Stars: Rosemary Clooney, Jose Ferrer, Carol
Burnett and Dick Van Dyke

Format: Comedy revue with music

Executive Producer: Roger Gimbel

Producer-Director: James Elson

Writers: Sidney Zelinka and Will Glickman

Original Music and Lyrics by: Mary Rodgers and Marshall Barer

Musical Director: Peter Matz

Choreographer: Rod Alexander

Choral Director: Dick Williams

Unit Manager: Sigmund Bajak

Set Designer: Jan Scott

Costumes: Lewis Brown

Point of Origination: The Ziegfeld Theater, New York City

NBC Press Representative: Betty Lanigan (New York)

Sponsor: Mohawk Carpet Mills

Agency: Maxon Inc.

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CHARTER FOR THE PLACE WITH HONOR

WBC-TV SPECIAL OBSERVANCE

ON COMMUNICATING DAY

"The Place With Honor"

WBC-TV Network's observance, Thursday

Day, Thursday, May 24, 7:30-8:30

and

General Observance, Friday, May 25

General Observance, Saturday, May 26

General Observance, Sunday, May 27

General Observance, Monday, May 28

General Observance, Tuesday, May 29

General Observance, Wednesday, May 30

General Observance, Thursday, May 31

General Observance, Friday, June 1

General Observance, Saturday, June 2

General Observance, Sunday, June 3

General Observance, Monday, June 4

General Observance, Tuesday, June 5

General Observance, Wednesday, June 6

General Observance, Thursday, June 7

General Observance, Friday, June 8

General Observance, Saturday, June 9

General Observance, Sunday, June 10

2 - Cast and Credits for 'No Place Like Home'

SONGS AND SKETCHES

1. Opening monologue - Jose Ferrer
2. "I'm Old Fashioned" - sung by Rosemary Clooney
3. "The Victorian Maid" - sketch with Rosemary Clooney,

Jose Ferrer and Carol Burnett

"Nobody" - sung by Carol Burnett

4. Stereophonic Sound sketch - Dick Van Dyke
5. "Something Special" - sung by Rosemary Clooney and Jose Ferrer, danced by Carol Burnett, Dick Van Dyke and dancers
6. "Cabin in the Sky" - sung by Rosemary Clooney
7. "House for Sale" sketch - Rosemary Clooney, Jose Ferrer, Carol Burnett and Dick Van Dyke
8. "No Place Like Home" medley - sung by Rosemary Clooney, Jose Ferrer, Carol Burnett and Dick Van Dyke

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NBC-New York, 11/11/60

E. J. TUTTLE, JR. (M.A. 1940)

CAST AND CREDITS FOR "THE EQUITABLE'S OUR AMERICAN HERITAGE"
PRESENTATION OF "BORN A GIANT" ON THE NBC-TV NETWORK
FRIDAY, DEC. 2 (9-10 P.M. EST)

"The Equitable's Our American Heritage"

Presents

Bill Travers

Barbara Rush

In

"Born a Giant"

By

Mann Rubin

Special Guest Stars

Farley Granger

Walter Matthau

Also Starring

Robert Redford

John Colicos

Host and Narrator.....Lowell Thomas

Art Director.....Duane McKinney

Costumes by.....Noel Taylor

Music by.....Vladimir Selinsky

Associate Producer.....Berenice Weiler

Associate Producer-Editor....James Lee

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CAST AND CREW FOR THE PRODUCTION OF "THE AMERICAN WAY"
PRESENTATION OF "THE AMERICAN WAY" ON THE ABC-TV NETWORK
PROG. 2 (1-10-57)

"The American Way" is an American production

Produced by
ABC-TV Network
Executive Producer
In
"The American Way"
by
Walter Reuther
Special Guest Star
Various Singers
Walter Reuther
Also Singing
Modern Harmonies
John Collins

Host and Emcee.....James Jones
Art Director.....James Jones
Costume Designer.....(Joe) Taylor
Music By.....Walter Reuther
Associated Producers.....Walter Reuther
Associated Producers.....James Jones
(Note)

Directed By

Fielder Cook

Produced By

Mildred Freed Alberg

* * *

A MILBERG PRODUCTION

With the

Editors of

American Heritage Magazine

* * *

CAST PRINCIPALS

Bill Travers

as Andrew Jackson

Barbara Rush

as Rachel Robards Jackson

Farley Granger

as Charles Dickinson

Walter Matthau

as John Overton

Robert Redford

as Captain Fort

John Colicos

as Aaron Burr

Tom Clancy.....as Lewis Robards

Carlos Montalban.....as Ramon Ordoniz

Alfred Sandor.....as Gov. John Sevier

Estelle Hemsley.....as Abigail

Gordon Peters.....as the Doctor

(more)

Walter Cook

Produced by

Universal Pictures

* * *

A FILMED PRODUCTION

OF THE

UNIVERSAL PICTURES

STUDIO CITY, CALIFORNIA

* * *

CAST MEMBERS

IN A STORY BY

JOHN L. BRONSON

SCREENPLAY BY

JOHN L. BRONSON

AND

JOHN L. BRONSON

SCREENPLAY BY

JOHN L. BRONSON

JOHN L. BRONSON

JOHN L. BRONSON

JOHN L. BRONSON

JOHN L. BRONSON

Tom Clancy.....as Lead Character

Clancy Clancy.....as Lead Character

Clancy Clancy.....as Lead Character

Clancy Clancy.....as Lead Character

3 - Credits for 'Born a Giant'

Allen Nourse.....as the Constable
Peter Helm.....as Ben
Vincent Van Lynn.....as the Soldier
Griff Evans.....as Seth (the First Man)
Wyley Hancock.....as the Second Man

* * *

ADDITIONAL CREDITS

Casting Director: Tom H. Sand
Unit Manager: William Dannhauser
Technical Director: O. Tamburri
Associate Director: Enid Roth
Production Assistant: Barbara Isaacs
Makeup: Robert Philippe
Lighting: William Knight
Audio: Phil Falcone
Video: Jack Turkin
Stage Managers: William Hall and Frank Leder

* * *

Sponsor: The Equitable Life Assurance
Society of the United States
Agency: Foote, Cone and Belding
Origination: NBC Studio 8H, New York City, and
on location at Irvington, N. Y.,
on tape
NBC Press Representative: Charlie Gregg, New York

* * *
(more)

Peter Hahn.....as the
 Vincent Van Dyke.....as the
 Cliff Evans.....as the
 Wing Hickok.....as the

ADDITIONAL CREDITS

George H. Jones	Costume Designer
William C. Sullivan	Cost Designer
G. J. J. J.	Technical Director
John H. H.	Associate Director
Barbara J. J.	Production Assistant
Robert J. J.	Makeup
William J. J.	Lighting
John J. J.	Music
John J. J.	Visual
William J. J. and John J. J.	Set Designers

The following is a list of the
 names of the persons who
 have been employed by the
 company in the past year
 and who are now employed
 by the company. The names
 are listed in alphabetical
 order.

(over)

THE STORY

As the 18th Century drew to a close, thousands upon thousands of American pioneers crossed the Allegheny Mountains into the Western wilderness. There they found themselves virtually cut off from the prosperous, settled 13 states of the Eastern coast. The pioneers had to work out their own government, laws, destiny and defense.

In the territory of the Cumberland, Andrew Jackson (Bill Travers) stood for the hopes and opinions of this new West. Despairing at the reluctance of Congress to admit Tennessee as a state and over inadequate federal troops to defend the pioneers against Indian attacks, Jackson for a time considered uniting the vast new territory with Spanish and French colonies in the new world. But, when Aaron Burr (John Colicos) secured the admission of Tennessee into the union, none exceeded Jackson's patriotism. He became the state's first Congressman (1796-97) and its second senator (1797-98).

"Born a Giant" treats Jackson's years of personal and political struggle from 1790 and his romance with Rachel Donelson Robards (Barbara Rush) to 1806, his duel in defense of Rachel's honor with Charles Dickinson (Farley Granger) and his innocent involvement in a plot by Burr for the Western states to secede into a separate union allied with Spain. "Born a Giant" brings the man who was to become America's seventh President to this crisis. As Jackson leaves for Washington "to arouse President Jefferson of the treason," his beloved Rachel assures him: "There's no obstacle, no barrier you can't break through when it's important enough..."

...the last twenty years to a close, however, upon
...of the United States, known as the Abolition Movement
...the United States. These have been numerous
...out of the movement, settled in a state of the
...The process has to do with our own people
...and, last, liberty and defense.

In the territory of the United States, among the
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...the movement in the new world, but, when Jackson came (John
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...the movement of the movement, he became the state's first
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"Born a slave," wrote Jackson's people of personal and
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...the movement (1775-1776) and the movement in the movement
...the movement with the movement (1775-1776) and the movement
...the movement in a place by the movement for the movement
...the movement into a movement with the movement with the movement
...the movement and the movement who was to become the movement's
...the movement to this state. In Jackson's hands for
...the movement of the movement of the movement, his
...the movement of the movement: "There is no question, no matter
...can't break through when it's important enough..."

OM THE NATIONAL BROADCASTING COMPANY

ity Rockefeller Plaza, New York 20, N. Y.

2-X-H

ROBERT W. SARNOFF PROPOSES SHORTENING OF FUTURE
PRESIDENTIAL CAMPAIGNS BY AT LEAST SIX WEEKS

NEW ORLEANS, Nov. 14 -- Robert W. Sarnoff, Chairman of the Board of the National Broadcasting Company, proposed today that the American system of choosing a President keep pace with the era of television and jet planes through streamlined party conventions and campaigns shortened by at least six weeks.

In an address before the Broadcast Promotion Association in New Orleans, Mr. Sarnoff suggested that "the conventions could become far more effective if they were rescheduled not only to occupy fewer days and fewer hours each day but to make more fruitful use of the hours when most Americans are able and willing to watch."

In addition, he said, "we can well afford to hold our national political conventions late in August and thereby shorten our future campaigns by at least six weeks." He termed the meeting of the parties in early July to nominate a ticket for a November election "clinging to a timetable fashioned a century ago in an age when space and time were far greater than they are today."

Mr. Sarnoff argued that improved techniques of travel and communications -- plus permanent journalistic freedom of broadcasters -- would enable the candidates in a shortened campaign to reach the electorate with the same impact as the "overlong campaign" of 1960.

He pointed out that modernization of a political timetable that is "as much a relic as the buggy whip" would offer many advantages.

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"It would cut down the enormous costs of the campaign for both parties," he said. "It would cut down the extraordinary strain and drain on the candidates themselves. It would enable Congress to extend a session in which there is usually a heavy backlog of unfinished business. It would reduce the period in which the conduct of the nation's foreign policy is handicapped by the exigencies of domestic politics. It would lessen the pressure to reach for new issues and thereby inject manufactured controversy. And it would invite a closer concentration of public attention on the essential issues, free of the repetition and overexposure risked by the candidates in a long-drawn-out campaign.

"This proposal is altogether in keeping with an historic trend governing our national campaigns. The timetable for the conventions was not laid down by the founding fathers -- indeed, there is no Constitutional provision for any conventions at all -- but clearly reflects the limits imposed by the transportation and communications of the 19th century.

"The first conventions took place in September and December, 1831 -- approximately a year before the 1832 election. As travel and communications improved, conventions came to be held closer to the election. Until the 1860s, they usually took place in May, and as the century neared its close, they were moved up to July. In 1960, we are still clinging to the patterns of conventions which nominated McKinley and Bryan."

Mr. Sarnoff also observed that "broadcasting's excellent showing in this election year is part and parcel of a larger trend that

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has been winning greater attention and respect from those who usually take a dim view of television and radio as media of popular entertainment and advertising. That trend is the great upsurge in news and public affairs programming."

He traced the NBC Television Network's record in this area since last Spring, noting 40 hours of special UN broadcasts; 17 hours of special programs on the abortive Summit Conference; President Eisenhower's trips to the Middle East, Asia and Latin America; Premier Khrushchev in France, and President De Gaulle in New York.

"Before the election campaign began," Mr. Sarnoff said, "we provided 98 hours of pre-convention and convention coverage from Los Angeles and Chicago. Our special coverage of the campaign itself through the election results occupied nearly 40 hours. And all this was in addition to the regular daily news and public affairs schedule of 'The Dave Garroway Today Show' and the 'Huntley-Brinkley Report,' and such weekly programs as 'Meet the Press,' 'Chet Huntley Reporting' and 'World Wide '60,' with which we pioneered hour-long weekly public affairs shows in prime evening time."

Two factors were credited by Mr. Sarnoff as largely responsible for the advance in news and public affairs programming over the past year. "For the most part," he said, "it has resulted from the faithful reflection of an important and dramatic year of news developments. The other factor is the burgeoning interest on the part of audiences and advertisers alike. Far-sighted sponsors are supporting these programs in increasing numbers, and the shows themselves are consistently expanding their own following."

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Address by Robert W. Sarnoff
Chairman of the Board
National Broadcasting Company, Inc.
Broadcast Promotion Association
New Orleans, Louisiana
November 14, 1960

"BROADCASTING: A YEAR TO REMEMBER"

It took me a year to keep this date with you. I was looking forward to addressing last year's convention of the BPA, but unfortunately the unexpected events of a turbulent period in broadcasting deprived me of that pleasure. I am happy to be with you today.

The year behind us has been an eventful one, marked by a dramatic change in the posture of our industry.

The quiz-show disclosures that filled the headlines a year ago sent a tidal wave rolling through television and radio. They properly drew attention to unethical practices that were victimizing broadcasters and the public alike -- the kind of dishonesty to which no segment of American life has been immune. They inspired active measures, notably by broadcasters themselves, against these newly disclosed abuses. Beyond that, they prompted the industry to intensify its long-standing efforts against such abuses as plugs and kickbacks, and they stimulated its vigilance in maintaining high ethical standards throughout its operations. No responsible member of our industry could object to rigorous action to clean our house and the adoption of new procedures to keep it clean.

Unhappily the quiz scandal was misused as the basis for a blanket indictment of the whole industry, marshaling old complaints against the entire program service, and challenging the fundamentals on which the American system of broadcasting is founded. The vast public never joined in the indictment, but these charges were pressed

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by a vigorous and influential minority. The result was probably the stormiest passage broadcasting has ever weathered.

In the dark days when the storm was mounting in fury, a leading American ventured a confident prediction. He said: "The great days of the television industry are ahead. Its service in the public interest is just beginning, and in time we will look back to the present difficulties as merely a misstep on a long and ultimately successful climb."

I quoted that prediction about a year ago when the man who made it was a Senator from Massachusetts. I am delighted to quote it again, now that he is President-Elect of the United States and there is proof on all sides that his prediction is coming true.

It would be complacent to believe the storm is over and nothing but smooth sailing lies ahead. It would be equally wrong not to recognize the dramatic gains broadcasting has achieved in the year behind us, and the striking improvement in the posture of television among those who were quick to attack it.

We owe it to ourselves to take account of this remarkable progress and to take heart from it. We owe it to our industry to analyze the sources of this new strength so that we can keep drawing upon them effectively in a future still beset with hazards. I would like to review this progress and examine what it suggests for the future, particularly for those of us who have a special concern for public attitudes toward the broadcasting industry.

The most striking single achievement of broadcasting in reversing the fortunes of a year ago is the expanded role of television and radio in the vital national task of choosing a President. We have almost overnight gained general recognition that broadcasting is now

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the major instrument in waging a Presidential campaign. Only last week, Arthur Krock wrote in the New York Times, ".....there is an object which is definitely the symbol of this campaign. The item, of course, is the television set. Through the new magic of electronics it has familiarized the voters with the candidates as no previous methods of communication ever could, and in three dimensions: physical, vocal, and the emanation from these of mentality and personality." Most conspicuously, of course, this is reflected in the phenomenal response to "The Great Debate." Ironically, this event is the most widely hailed in the history of broadcasting -- and the one for which broadcasters have had to argue longest and hardest for a chance to present.

However, "The Great Debate" is only one facet of broadcasting's role in the campaign. The same legislation that made it practical, also freed us to present the major Presidential and Vice Presidential candidates in other formats without incurring the penalty of offering equal time to a dozen or so fringe-party candidates. As a result, even excluding the debates, far more time was devoted to presenting the candidates than ever before. On NBC, for example, we did so in the special hour-long weekly series, "The Campaign and the Candidates," as well as "Meet the Press," "The Dave Garroway Today Show" and other news and public affairs programs. These programs and presentations were not in any sense a donation of "free time" to the candidates or their parties. Rather, they represented the exercise of broadcasting's journalistic right -- the freedom to cover the men and issues of the campaign in accordance with our editorial judgment, and within formats of our own choosing, designed to inform the public as effectively and fairly as possible.

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The temporary legislative relief that made possible this expanded Presidential campaign coverage should now be made permanent and extended to state and local contests. There are hopeful signs that this will be done. Even if it is, we must recognize it will be harder to bring together the two major Presidential candidates for "The Great Debate" in 1964 than it was in 1960. One of them will be in the White House. In the past, one of the factors standing in the way of debates between the candidates has been the natural reluctance of a Presidential incumbent to engage in such encounters with his challenger.

Yet there is widespread agreement among most professional political observers, and, I believe, by the public as well, that these exchanges between the Presidential candidates should become a permanent political institution. It may be to the electioneering advantage of an incumbent President to deny his lesser known opponent the unusual national attention that a televised debate would ensure. But it is to the advantage of the public, and in the clear interest of the country, for both candidates to become as well known as possible so that the choice between them can be made with the greatest knowledge of both men.

In view of the widely recognized desirability of making "The Great Debate" a regular feature of American political life, I wired the two candidates on October 11 appealing to each for his personal assurance that if he is again a candidate in 1964 he will take part in a series of these encounters with his opponent. Whatever the reason, neither candidate replied to this request. Yet I am hopeful that the force of public opinion in 1964 will assure the perpetuation of these debates on an even more effective basis as part of our campaign process.

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Since television and radio are now playing such a significant role in our political life, it may not be unfitting for a broadcaster to make another proposal for 1964. I believe the time is past due to streamline the calendar of our quadrennial Presidential campaign year. Last summer I ventured the opinion that our political conventions still adhere to archaic routine that prevents them from filling their potential for the millions of Americans who take part as viewers. After all, the purpose of the conventions is not only to nominate a ticket but to begin enlisting the support of the public for the party and its platform. Inasmuch as they now address themselves primarily to these millions of viewers, the conventions could become far more effective if they were rescheduled not only to occupy fewer days and fewer hours each day but to make more fruitful use of the hours when most Americans are able and willing to watch. I would not suggest this if I did not believe it could be done without in any way impairing the full deliberation of the parties in choosing their candidates.

Overhauling the conventions would be a first step toward modernizing the Presidential campaign year. When our parties convene in early July to nominate a ticket for a November election, they are clinging to a timetable fashioned a century ago in an age when space and time were far greater than they are today. It seems to me we can well afford to hold our national political conventions late in August and thereby shorten our future campaigns by at least six weeks.

With the new techniques of travel and communications now available, and the journalistic freedom of broadcasters made permanent, a campaign shortened by six weeks would enable the candidates to reach the electorate with the same impact as the overlong campaign just concluded. It would offer numerous advantages. It would cut

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down the enormous costs of the campaign for both parties. It would cut down the extraordinary strain and drain on the candidates themselves. It would enable Congress to extend a session in which there is usually a heavy backlog of unfinished business. It would reduce the period in which the conduct of the nation's foreign policy is handicapped by the exigencies of domestic politics. It would lessen the pressure to reach for new issues and thereby inject manufactured controversy. And it would invite a closer concentration of public attention on the essential issues, free of the repetition and over-exposure risked by the candidates in a long-drawn-out campaign.

This proposal is altogether in keeping with an historic trend governing our national campaigns. The timetable for the conventions was not laid down by the founding fathers -- indeed, there is no Constitutional provision for any conventions at all -- but clearly reflects the limits imposed by the transportation and communications of the 19th century. The first conventions took place in September and December, 1831 -- approximately a year before the 1832 election. As travel and communications improved, conventions came to be held closer to the election. Until the 1860s, they usually took place in May, and as the century neared its close, they were moved up to July. In 1960, we are still clinging to the patterns of conventions which nominated McKinley and Bryan.

I suggest we have lagged too long in moving the conventions up again. Since the last change, the whole mechanism of informing and enlisting public opinion has been drastically altered. Yet, despite the progressive rise of the mass-circulation press, radio, television, and the jet plane, our political timetable is as much a relic as the buggy whip.

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If the greatest single factor to win broadcasting fresh laurels in the past year has been the coverage of the Presidential campaign, it follows that we will not have the same opportunity for another four years. But, we cannot expect our critics and detractors to remain subdued for four years. I assure you that, much as we strive for improvement and much as we may achieve it, we will continue to hear complaints about mediocrity, violence, over-commercialization, too many programs of one kind, too few of another. Fortunately, broadcasting's excellent showing in this election year is part and parcel of a larger trend that has been winning greater attention and respect from those who usually take a dim view of television and radio as media of popular entertainment and advertising. That trend is the great upsurge in news and public affairs programming.

The industry has piled up an extraordinary record in this area. Since last Spring, for example, the NBC Television Network alone has devoted 40 hours of special broadcasts to the United Nations, covering such events as the U-2 debate, the Congo crisis and the recent session of the General Assembly. We broadcast another 17 hours of special programs on the abortive Summit Conference; President Eisenhower's trips to the Middle East, Asia and Latin America; Premier Khrushchev in France, and President De Gaulle in New York. Before the election campaign began, we provided 98 hours of pre-convention and convention coverage from Los Angeles and Chicago. Our special coverage of the campaign itself through the election results occupied nearly 40 hours. And all this was in addition to the regular daily news and public affairs schedule of "The Dave Garroway Today Show" and the "Huntley-Brinkley Report," and such weekly programs as "Meet the Press," "Chet Huntley Reporting" and "World Wide '60," with which we pioneered hour-long weekly public affairs shows in prime evening time.

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Radio, with its swiftness, flexibility and extended reach, has long established its special position as a news and information medium, with emphasis on service within the community. In the year just past, the radio networks have made further adaptations to the primacy of news and information and the accent on locally tailored service.

Two factors are largely responsible for the great advance in news and public affairs programming over the last year. For the most part, it has resulted from the faithful reflection of an important and dramatic year of news developments. Stirring events have been played in the world and national arena, and broadcasting has been presenting and interpreting them. The other factor is the burgeoning interest on the part of audiences and advertisers alike. Far-sighted sponsors are supporting these programs in increasing numbers, and the shows themselves are consistently expanding their own following. This steadily growing interest is too firmly rooted to be merely a vogue, such as the cycles familiar to all branches of the entertainment world. It is vital and enduring.

The season that began this Fall promises even more than last in the public affairs area. The television networks will present nearly 190 hours of informational programs in prime evening time -- more than twice as many as last season -- and this does not include spot news events, nor programs concerned with the recent election, nor any of the regular informational programs presented in the daytime or early evening.

Although public affairs is the most conspicuous area of growth, television has also been making steady progress in entertainment programming. Anyone who bothers to compare objectively the

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schedules of five years ago with those of today must be struck by the gains in balance and variety, the higher professional quality, the major development of special shows and the remarkable increase in color. To take a single program category, for example, there have been some laments over the passing of numerous hour-long dramatic programs seen weekly some five years ago. But very few of those modestly produced, largely repetitious programs stay in the memory. Today television drama has graduated to major productions, less frequent and less routine, harnessing the talents of the finest writers, directors and actors.

To return to the area of informational and cultural programs, it is not just the networks that have been making important strides in offering such programming. The Television Information Office, which has made an extremely promising start in the eventful year gone by, recently published a handsome volume called "Interaction," which details an imposing record of more than 1,000 outstanding public affairs programs produced locally by television stations all over the country. The ingenuity, variety, depth and sheer volume of these programming efforts at the community level is most impressive. I'm confident that in studying this compilation you'll find some ideas that you'll want to bring to the attention of your station management.

That brings me directly to the role you as promotion managers can play to maintain and enlarge the gains we have made in the last year in the minds of an influential and numerous minority whose opinions can be vitally important to every station in the country. I hope you'll bear with me if these remarks are directed primarily to those of you in television.

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First, is your station carrying all the network information and cultural programs that have become available to it in increasing numbers? I realize that you do not have the responsibility of programming your stations. But to the extent to which you may be able to make your voice heard, you have a professional axe to grind for these programs. If you are doing your job properly, you are concerned not only with audience promotion for your station but with promoting your station with your audience.

Second, are you doing all you can to develop attention for your public affairs shows? In your eagerness to beat the drums for high-powered entertainment attractions, are you giving short shrift to informational programs? And when you do promote public affairs shows, are you applying your maximum skill and ingenuity?

Over the years, the techniques of audience promotion have been nurtured into a persuasive art, but they have concentrated upon entertainment. In most instances, these techniques can be applied effectively to informational shows, but such programs often can benefit from special, imaginative treatment by promotion personnel. Our promotion people at NBC have been studying the specialty of building audience for these programs, and I have asked them to sit down with you in your shirtsleeve sessions and give you the ideas and techniques they have developed.

When you promote public affairs shows, you accomplish a double purpose. You help, of course, to build audience for a type of program which, contrary to some old notions, is showing itself capable of drawing viewers in the kind of numbers that draw sponsors. But even among those whom you do not persuade to tune in, you help to build a favorable and more faithful impression of your station and your industry. For those who criticize television as simply a medium

(more)

of diversion, seem singularly unaware of the great range and variety of informational and cultural programs it constantly provides, week in and week out.

Thank you again for letting me use my raincheck to come here today. The rainy season seems to be over for broadcasting, at least for the time being. There are still clouds above us, and we will have to count on some squalls ahead. But the horizon has never looked brighter. There is a new awareness of broadcasting's power not only to amuse, relax and engross us but to enlighten us and help us govern ourselves. It is a power we have hardly begun to tap. We must develop it and use it wisely.

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NBC-11/14/60

NBC TELEVISION NETWORK NEWS

November 14, 1960

BOBBY DARIN TO BE SPOTLIGHTED IN OWN MUSIC-AND-VARIETY SHOW
WITH BOB HOPE AND JOANNIE SOMMERS AS GUEST STARS

Multi-talented Bobby Darin will present a special full-hour program of variety and musical fare with guest stars Bob Hope and Joannie Sommers on the NBC-TV Network Tuesday, Jan. 31, 1961 (9 to 10 p.m. EST). The program, titled "The Bobby Darin Show," will be sponsored by Revlon Incorporated through Grey Advertising Agency Inc.

Bud Yorkin, winner of two 1958 Emmy awards for best direction and, with Fred Astaire and Herb Baker, for best writing for "An Evening with Fred Astaire," will produce "The Bobby Darin Show." It will be directed by Norman Lear with Steve Blauner as executive producer. The program will be produced by Tandem Productions and Ferrion Productions.

Twenty-four year old Darin was a guest on NBC-TV's "Bob Hope Buick Show" earlier this season. He won fame two years ago when he wrote and recorded "Splish Splash." In 1959 his recording of "Mack the Knife" soared to the top of national listings. He has appeared on major TV shows, performed in the country's top clubs and starred in the soon-to-be released film, "Come September." In addition to his vocal talent, Darin has taught himself to play the piano, vibraphone, drums and guitar -- and also how to dance.

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NBC TELEVISION NETWORK NEWS

November 14, 1960

—WIN, PLACE AND SHOW—

Garroway's Success at RCA Building Marked with Special Program,
"Dave's Place," Friday Night, Nov. 18

"Dave's Place."

There couldn't be a more appropriate title than that for the full-hour special program starring Dave Garroway which will be presented on the NBC-TV Network Friday, Nov. 18 (9-10 p.m. EST).

The RCA Building in New York's Rockefeller Center is the locale of the broadcast, but the theme, the mood and even the format of the program are an expression of how Dave Garroway feels about this building and the NBC Studios it houses, where he has spent such a large part of his life.

As Dave puts it, "Twenty-three years is a long time to be in love with an idea ... but I have ... and it's all been connected with this building..."

Julie London will be guest star, and music by the Joe Wilder Jazz Sextet and the New York Woodwind Quintet will include -- a new composition written by Alec Wilder for this program.

The show will open in front of the RCA Building on Rockefeller Plaza with a view of the outdoor skating rink. "Dave's Place" will not be a tour of the building, but Garroway will visit some places of special interest, among them the video tape central; Studio 3-B, from which "The Dave Garroway Today Show" originates, and the eighth floor, which Dave calls "the most historic floor in my place." Dave explains

(more)

2 - Dave's Place

that "all the great shows used to come from this floor" and points out the desk in the corridor which was his first assignment 23 years ago when he came to work at NBC as a page.

Garroway describes a momentous event in music that took place in Studio 8-H on Christmas Night in 1937 -- the first performance of the NBC Symphony Orchestra, conducted by Arturo Toscanini. "I was a page boy at that time and very proud to be allowed to stand within these doors," he says.

Finally, Garroway, standing on the roof of the RCA Building, views the lights of Times Square and then, through a telescope, the wonders of the sky. In these closing moments of the program, he expresses his own great interest in astronomy and his own philosophy about the importance of the individual man.

Miss London will sing "Making Whoopee," "Well, Sir" and "All of You." The Joe Wilder Sextet will play "Heat Wave" and the New York Woodwind Quintet will perform Haydn's "St. Anthony's Chorale." The two musical groups will join in playing the original Alec Wilder composition, called "It'll Never Sell."

Other guests on the program will include comedians Cliff Norton, Sid Gould and Bernie West, comedienne Helen Halpin, and double-talk artist Al Kelly.

Robert Northshield, producer of "The Dave Garroway Today Show," is producer of "Dave's Place." Lynwood King is director and Norman Kahn is associate producer. The program was written by Lester Colodny, I. A. Lewis and Andy Rooney. All but Mr. Rooney are members of "The Dave Garroway Today Show" staff.

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NBC-New York, 11/14/60

NBC COLOR TELEVISION NEWS



November 14, 1960

BOB SMITH AND PAUL TRIPP TO BE CO-EMCEES OF NBC-TV'S
COLORCAST OF MACY'S THANKSGIVING DAY PARADE

Two award-winning TV personalities of children's shows -- "Buffalo" Bob Smith and Paul Tripp -- will be the co-emcees of the NBC-TV Network's colorcast coverage of the 34th Annual Macy's Thanksgiving Day Parade Thursday, Nov. 24 (11 a.m.-12 Noon EST).

Smith and Tripp will describe the parade -- which will feature stars of TV, movies and the New York stage; and four giant balloons, 16 scenic floats, a dozen colorful marching bands and many other participants -- from the official reviewing stand in front of Macy's at Herald Square, where NBC's color cameras will be located. This will mark the first time the holiday event will be colorcast by NBC-TV, which has televised the parade 12 times previously, in black and white, either locally or nationally, since 1945. Ed Pierce, who produced last year's program, will be producer again.

Smith is known to millions of youngsters as "Buffalo" Bob of NBC-TV's recently concluded "Howdy Doody Show." During the 12 years Smith was the program's star, the series won 16 major awards, including the Peabody Award. Smith last emceed NBC-TV's Thanksgiving Day Parade coverage in 1955.

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2 - Macy's Thanksgiving Day Parade

Tripp, known to young fans as TV's "Mr. I. Magination," for the past six years also was host and producer of "On the Carousel," a local New York children's TV program. He has won a Peabody Award, Ohio State Award and other citations for these programs. Last year Tripp emceed NBC-TV's "Thanksgiving Day Circus."

The Ideal Toy Corporation and the Lionel Train Corporation, both through Grey Advertising Agency Inc., will co-sponsor the parade colorcast.

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NBC-New York, 11/14/60

NBC COLOR TELEVISION NEWS



NBC-TV NETWORK COLORCAST SCHEDULE

For December (All Times EST)

Thursday and Friday, Dec. 1 and 2

- 6-6:30 a.m. -- "Continental Classroom" - Modern Chemistry (repeat)
- 6:30-7 a.m. -- "Continental Classroom" - Contemporary Mathematics
- 10:30-11 a.m. -- "Play Your Hunch" - Merv Griffin is emcee.
- 11-11:30 a.m. -- "The Price Is Right" - Bill Cullen is emcee.
- 12:30-1 p.m. -- "It Could Be You" - Bill Leyden is emcee.
- 2-2:30 p.m. -- "The Jan Murray Show"

Thursday, Dec. 1

- 9:30-10 p.m. -- "The Ford Show," starring Tennessee Ernie Ford.
- 11:15 p.m.-1 a.m. -- "The Jack Paar Show."

Saturday, Dec. 3

- 10-10:30 a.m. -- "The Shari Lewis Show"
- 10:30-11 a.m. -- "King Leonardo and His Short Subjects"
- 7:30-8:30 p.m. -- "Bonanza"

Sunday, Dec. 4

- 6-6:30 p.m. -- "Meet the Press"
- 7-8 p.m. -- "The Shirley Temple Show" - presents "The Indian Captive," starring Cloris Leachman, Anne Seymour and Doris Dowling.
- 9-10 p.m. -- "The Dinah Shore Chevy Show"

(more)

2 - NBC-TV Network Colorcast Schedule for December

Monday through Friday, Dec. 5-9

6-6:30 a.m. -- "Continental Classroom" (repeat)

6:30-7 a.m. -- "Continental Classroom"

10:30-11 a.m. -- "Play Your Hunch"

11-11:30 a.m. -- "The Price Is Right"

12:30-1 p.m. -- "It Could Be You"

2-2:30 p.m. -- "The Jan Murray Show"

Monday through Thursday, Dec. 5-8

11:15 p.m.-1 a.m. -- "The Jack Paar Show"

Wednesday, Dec. 7

8:30-9 p.m. -- "The Price Is Right"

9-10 p.m. -- "Perry Como's Kraft Music Hall"

Thursday, Dec. 8

Tonight Is NBC-TV Color Night

7:30-9:30 p.m. -- "Peter Pan," starring Mary Martin.

9:30-10 p.m. -- "The Ford Show"

10-10:30 p.m. -- "The Groucho Show"

11:15 p.m.-1 a.m. -- "The Jack Paar Show"

Friday, Dec. 9

9-10 p.m. -- "The Bell System Science Series" presents "The Thread of Life," the documentary story of genetics.

Saturday, Dec. 10

10-10:30 a.m. -- "The Shari Lewis Show"

10:30-11 a.m. -- "King Leonardo and His Short Subjects"

7:30-8:30 p.m. -- "Bonanza"

(more)

3 - NBC-TV Network Colorcast Schedule for December

Sunday, Dec. 11

6-6:30 p.m. -- "Meet the Press"

7-8 p.m. -- "The Shirley Temple Show" presents "The House of Seven Gables," starring Miss Temple, Agnes Moorehead and Robert Culp.

9-10 p.m. -- "The Dinah Shore Chevy Show"

Monday through Friday, Dec. 12-16

6-6:30 a.m. -- "Continental Classroom" (repeat)

6:30-7 a.m. -- "Continental Classroom"

10:30-11 a.m. -- "Play Your Hunch"

11-11:30 a.m. -- "The Price Is Right"

12:30-1 p.m. -- "It Could Be You"

2-2:30 p.m. -- "The Jan Murray Show"

Monday through Thursday, Dec. 12-15

11:15 p.m.-1 a.m. -- "The Jack Paar Show"

Wednesday, Dec. 14

8:30-9 p.m. -- "The Price Is Right"

9-10 p.m. -- "Perry Como's Kraft Music Hall"

Thursday, Dec. 15

9:30-10 p.m. -- "The Ford Show"

Friday, Dec. 16

8:30-10 p.m. -- "The Hallmark Hall of Fame" presents "The Golden Child," an opera by Paul Engle and Philip Bezanson.

Saturday, Dec. 17

10-10:30 a.m. -- "The Shari Lewis Show"

10:30-11 a.m. -- "King Leonardo and His Short Subjects"

NOTE: NBC will colorcast the Liberty Bowl Football Game today. Teams and starting time to be announced.

7:30-8:30 p.m. -- "Bonanza"

(more)

4 - NBC-TV Network Colorcast Schedule for December

Sunday, Dec. 18

6-6:30 p.m. -- "Meet the Press"

7-8 p.m. -- "The Shirley Temple Show"

9-10 p.m. -- "The Chevy Show" presents "Home for Christmas," starring Roy Rogers, Dale Evans, Andy Devine, Gabby Hayes, The Sons of the Pioneers and special guest Douglas Fairbanks Jr.

Monday through Wednesday, Dec. 19-21

6-6:30 a.m. -- "Continental Classroom" (Repeat)

6:30-7 a.m. -- "Continental Classroom" - (NOTE: Both "Continental Classroom" programs will be in Christmas recess Dec. 22 through Jan. 3.)

Monday through Thursday, Dec. 19-22

11:15 p.m.-1 a.m. -- "The Jack Paar Show"

Monday through Friday, Dec. 19-23

10:30-11 a.m. -- "Play Your Hunch"

11-11:30 a.m. -- "The Price Is Right"

12:30-1 p.m. -- "It Could Be You"

2-2:30 p.m. -- "The Jan Murray Show"

Wednesday, Dec. 21

8:30-9 p.m. -- "Project 20" presents "The Coming of Christ," a program telling the story of the coming of Christ and His ministry.

9-10 p.m. -- "Perry Como's Kraft Music Hall"

Thursday, Dec. 22

9:30-10 p.m. -- "The Ford Show"

Friday, Dec. 23

9-10 p.m. -- "The Bell Telephone Hour" presents "'Twas the Night Before Christmas," a program of Yuletide music and dance, starring Maureen O'Hara as hostess, Rise Stevens and John Raitt.

(more)

5 - NBC-TV Network Colorcast Schedule for December

Saturday, Dec. 24

10-10:30 a.m. -- "The Shari Lewis Show"

10:30-11 a.m. -- "King Leonardo and His Short Subjects"

7:30-8:30 p.m. -- "Bonanza"

Sunday, Dec. 25

6-6:30 p.m. -- "Meet the Press"

7-8 p.m. -- "The Shirley Temple Show" presents "Babes in Toyland,"
with Miss Temple, Jonathan Winters, Julius La Rosa and Connie
Towers.

9-10 p.m. -- "The Dinah Shore Chevy Show" presents "Christmas Around
the World."

Monday through Friday, Dec. 26-30

10:30-11 a.m. -- "Play Your Hunch"

11-11:30 a.m. -- "The Price Is Right"

12:30-1 p.m. -- "It Could Be You"

2-2:30 p.m. -- "The Jan Murray Show"

Monday through Thursday, Dec. 26-29

11:15 p.m.-1 a.m. -- "The Jack Paar Show"

Monday, Dec. 26

<p><u>NOTE:</u> NBC will colorcast today the National Football League Championship game. Teams and starting time to be announced.</p>

Wednesday, Dec. 28

8:30-9 p.m. -- "The Price Is Right"

9-10 p.m. -- "Perry Como's Kraft Music Hall"

Saturday, Dec. 31

10-10:30 a.m. -- "The Shari Lewis Show"

10:30-11 a.m. -- "King Leonardo and His Short Subjects"

7:30-8:30 p.m. -- "Bonanza"

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NBC-New York, 11/14/60

NBC TELEVISION NETWORK NEWS 2-X-H

November 15, 1960

FULL-HOUR FILMED ACCOUNT OF 'THE EISENHOWER YEARS'
TO BE NBC-TV 'PROJECT 20' PRESENTATION NEXT SEASON

A full-hour filmed account of the recent American past, "The Eisenhower Years," will be produced by the NBC-TV "Project 20" unit for presentation on the network next season, according to an announcement today by David Levy, Vice President, Programs and Talent.

Donald B. Hyatt, Director of NBC Special Projects and producer-director of "Project 20," will be in charge.

The new program will concentrate on Dwight D. Eisenhower's tenure as President, beginning in 1953, and will show what was happening in the country during the middle and late 1950s.

"It will not be a political analysis," Hyatt said. "We are interested more in the human story rather than the political happenings. The people, the times, and the events of Eisenhower's climactic years will be the subjects."

A narrator is still to be selected for the program. Hyatt said that plans call for use of a leading figure of the era, one not necessarily drawn from the entertainment field. The script will be by Richard Hanser and the music by Robert Russell Bennett.

The program will not be telecast until the 1961-62 season. "We'll wait until the era itself has drawn to a close," Hyatt said.

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In its continuing picture-word-and-music panorama of America, "Project 20" has, among other things, provided a chronological survey that includes "Meet Mr. Lincoln," "Mark Twain's America," "The Innocent Years" (1900-1917), "The Great War" (1914-1919), "The Jazz Age" (1919-1929), "Life in the Thirties" (1929-1939), "Victory at Sea" (Pearl Harbor to the end of World War II), "Three, Two, One -- Zero" (the coming of the Atomic Age), and "Not So Long Ago" (1945-1950).

Much honored in the industry, "Project 20" has won 30 major awards, including the Peabody, the Emmy, the Robert J. Flaherty, the Freedoms Foundation, the Sylvania, the Ohio State, the Christopher, the Robert E. Sherwood, and the Navy Distinguished Public Service, and film festival citations at Edinburgh, Venice, and Cork.

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NBC-New York, 11/15/60

... "1901-1902" ... among other things, ...
... that ... "The ..."
... (1900-1901) ... "The ..."
... (1902-1903) ... "The ..."
... to the end of ... (1904-1905) ...
... of the ... (1906-1907) ...
... in the ... (1908-1909) ...
... the ... (1910-1911) ...
... the ... (1912-1913) ...
... and the ... (1914-1915) ...
... of ... (1916-1917) ...

... 1918-1919 ...

CAST AND CREDITS FOR "DAVE'S PLACE," A FULL-HOUR SPECIAL PROGRAM
ON THE NBC-TV NETWORK FRIDAY, NOV. 18 (9-10 P.M. EST)

Starring: Dave Garroway

Guest Star: Julie London

With Cliff Norton, Sid Gould, Helen Halpin,
Al Kelly and Bernie West

Description: A variety program using the RCA Building in New York's Rockefeller Center -- its corridors, roof and the NBC Studios -- as a gigantic stage set.

Executive Producer: Dave Garroway

Produced by Robert Northshield

Directed by Lynwood King

Written by Lester Colodny, I. A. Lewis and Andy Rooney

Associate Producer: Norman Kahn

Music by Alec Wilder

Performed by The Joe Wilder Jazz Sextet and the
New York Woodwind Quintet

Unit Manager: Sigmund Bajak

Set Designer: Warren Clymer

Associate Director: Enid Roth

Production Assistant: Ceil Grant

Technical Directors: O. Tamburri, Bob Waring, Bill Patterson

Lighting: Phil Hymes, Jack Stearns

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2 - "Dave's Place"

Audio:	Hank Gehrling
Stage Manager:	Tony Messuri
Graphic Arts:	Gary Labby, Lou Cuevas
Makeup Artist:	Ray Voegel
Costumes:	Guy Kent
Sponsors (and Agencies):	Elgin National Watch Co. (J. Walter Thompson Co.), Electric Auto-Lite Company (Grant Advertising Inc.), American Luggage Works, Inc. (John John C. Dowd Inc.), Berkshire Knitting Mills (Ogilvy, Benson & Mather, Inc.) and Retail Clerks International Association (The Leonard Shane Agency).
NBC Press Representative:	Howard Van der Meulen (New York)

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NBC-New York, 11/15/60

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OM THE NATIONAL BROADCASTING COMPANY

ty Rockefeller Plaza, New York 20, N. Y.

2-X-H

November 16, 1960

FEASIBILITY OF EXTENDING NETWORK RADIO SERVICE AROUND THE CLOCK
IS BEING EXPLORED BY NATIONAL BROADCASTING COMPANY,
ROBERT W. SARNOFF ANNOUNCES AT AFFILIATES MEETING

The National Broadcasting Company is currently exploring the feasibility of extending its network radio service around the clock, Robert W. Sarnoff, Chairman of the Board of NBC, announced today at a meeting of NBC Radio affiliates at the Hotel Plaza, New York City.

Under the plan being considered, the many features of NBC Radio's present program format would be available "across the country at any hour of day or night," Mr. Sarnoff said.

"All of us recognize that radio has flourished in recent years partly because of its responsiveness to a whole variety of specialized needs," Mr. Sarnoff said. "One growing market that we are not reaching on the network level consists of night workers and early risers. These are the people whose cars account for the steady increase in automobile traffic through the night. They make a particularly receptive and responsive audience."

The network executive listed as a reason for possible extension of the NBC Radio service from the present 18 hours to a full 24 hours a day the coast-to-coast time differential which, in effect, shortens the night on a national basis and makes more listeners available.

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"For example," he said, "a network news broadcast for those who stay up late at night in Los Angeles can also serve the pre-dawn risers in New York."

Mr. Sarnoff noted the progress of NBC Radio in the past year and pointed out the benefits accruing to the Radio Network from the outstanding achievements of NBC News.

"The widespread recognition of NBC News as the pre-eminent news organization in television, and the heavy, continuing promotion of its accomplishments, naturally create even greater prestige and drawing power for the basic programming commodity of the NBC Radio Network," he said. "By the same token, the superlative performance of NBC News on the Radio Network -- day in and day out, from one half-hour to the next -- has been an important factor in creating the reputation that has established NBC as the No. 1 News Network in television."

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NBC-New York, 11/16/60

November 16, 1960

NEWS OF INCREASED REVENUES AND RATINGS FOR NETWORK AND STATIONS
HIGHLIGHTED AT NBC RADIO AFFILIATES' ANNUAL MEETING IN NEW YORK

- - -

Network's Most Encouraging Progress Report in 8 Years Is Presented

The most encouraging NBC Radio Network progress report in eight years -- highlighted by news of increased revenues and ratings for both network and affiliates -- was presented today by William K. McDaniel, Vice President, NBC Radio Network.

Speaking before representatives of the 188 NBC Radio affiliates, gathered at the annual affiliates' meeting at the Hotel Plaza, New York City, Mr. McDaniel made the following points:

NBC Radio now has almost half of all the commercial time booked on network radio. In advertising dollars, the NBC share is well over half.

"Monitor" ratings have gone up 100 per cent; ratings for "Emphasis" and "NBC News on the Hour" are up 50 per cent.

NBC Radio has raised its rates and will continue to improve its rate structure.

NBC has continued to pay full compensation for every minute of network time carried by affiliated stations.

NBC Radio plans no further changes or reductions in the network schedule established at the beginning of the year. "The present format," he said, "has been road-tested for a year, it has stood up for a year, and it has operated at a profit for a year."

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Mr. McDaniel recalled the basic programming changes made on Jan. 4, 1960, which enabled "the network to do what it can do best; and the stations to do what they can do best." With these changes, the network concentrated on increased news, news features, special events, sports and documentaries, while into local station programming went 20 more weekly hours of programming designed to meet local competition.

"The result," he said, "has been rewarding -- increased revenue and ratings for both of us...my thanks to every man in this room for the high level clearances of our new program format. These have been a major factor in our achievements."

Mr. McDaniel cited a number of stations for the outstanding progress they have made under the new NBC Radio format. Among them are:

WSFD, Toledo, Ohio, which, faced with local rock 'n' roll and strong Detroit competition, maintains a high level of network clearance and has increased its audience share by 40 per cent in the morning, 13 per cent in the afternoon, and is ranked the number one station morning, afternoon and evening.

WDAF, Kansas City, also with a high rate of network clearances, has increased its audiences 13 per cent in the morning and 62 per cent in the afternoon since the first of the year. WDAF also has risen in rank in both the morning and afternoon.

WMAQ, (NBC's owned station in Chicago), which has increased its morning share by 60 per cent, jumping from

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fourth place to second in station ranking, and in the afternoon has increased its share by 64 per cent.

WNBC (NBC's owned station in New York), which has increased its morning share by 27 per cent, its afternoon share by 83 per cent and now leads WCBS and a number of strong independent stations.

"However," Mr. McDaniel concluded, "none of us can now afford to rest on our oars. Your continued high rate of clearance is more vital now than ever, if we are to further strengthen our leadership position."

Mr. McDaniel was introduced by Robert E. Kintner, President of NBC. Other speakers included Robert W. Sarnoff, Chairman of the Board of NBC; Harry Bannister, NBC Vice President, Station Relations, and George A. Graham Jr., Vice President and General Manager, NBC Radio Network.

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NBC-New York, 11/16/60

November 16, 1960

STATEMENT BY NBC RADIO AFFILIATES

The full body of NBC Radio Affiliates, meeting in New York today (Nov. 16) unanimously authorized George W. Harvey, Chairman of the Affiliates Executive Committee, to issue the following statement:

"The last year has been active and profitable and has seen NBC Radio adapt its network programming to the best interests of the affiliate stations. Under the present program format the affiliate has an opportunity to fit his local programming into a pattern which enables him to operate the best sounding radio station in his particular area.

"We subscribe fully to the network's principle of paying compensation for the use of a station's facilities. We also pay tribute to the network's clear leadership in news coverage and public service.

"The NBC Radio Network is to be commended for cooperating with its affiliates in the adjustment of its program structure in such a way that we have been able to enjoy this progress and to assume the undisputed Number One network position during 1960. Specifically, Bill McDaniel is to be congratulated for his leadership in effecting the changes which have given NBC Radio its most successful year since the early Fifties and for George Graham's excellent job in sales and promotion."

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NBC TELEVISION NETWORK NEWS

November 16, 1960

THE NECESSITY OF BIRTH CONTROL TO HEAD OFF WORLD DISASTER
TO BE DEBATED ON "THE NATION'S FUTURE" ON NBC-TV SATURDAY
BY SIR JULIAN HUXLEY AND JACQUES MERTENS DE WILMARS

Whether international birth control is needed to head off world disaster will be debated by two authorities on population problems on the second program of "The Nation's Future" Saturday, Nov. 19, on the NBC-TV Network (9:30-10:30 p.m. EST).

Sir Julian Huxley, distinguished British scientist and former director general of UNESCO, will take the affirmative. Jacques Mertens de Wilmars of Belgium, chairman of the United Nations Population Commission, will take the negative. John K. M. McCaffery will be moderator.

Robert Allison, producer of the series, points out major arguments that have been advanced for and against international birth control, as follows:

For international birth control

Historically, populations always have outstripped food supplies, and surplus food has been absorbed by growing populations. Only by cutting the birth rate can world population be brought into balance with the world's ability to feed, clothe and shelter its growing billions.

Even if science can find ways of supporting a vastly increased world population in centuries to come, the underdeveloped countries present an immediate problem. It takes

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time, capital and skill to achieve economic advance. These factors cannot be put to work fast enough to satisfy the "revolution of rising expectations" among the have-not peoples of the world.

Against international birth control

Birth control runs counter to custom, religion and way of life in many areas of the world. It would be neither ethical nor moral to impose birth control programs which would be repugnant to the people in these areas. Nor would it be practical because, historically, governments, churches and other institutions have failed to exert any appreciable influence on human reproduction practices.

Birth rates will decline naturally in the less developed nations, just as they did in the advanced nations. Life expectancy cannot be lengthened beyond a certain point. Cultural factors, such as urbanization, will tend to discourage large families. Inevitably the population boom will slack off.

Meantime, we can multiply our food supply many times by applying science to food production techniques, opening up new lands for cultivation and tapping new sources of food, such as the ocean.

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NBC-New York, 11/16/60



November 16, 1960

RUGGED TUNE STANDS TEST OF TIME

People with sharp ears and good memories will notice the original Mohawk Carpet theme ("Car-pets, from the looms of Mohawk") in the opening strains of "No Place Like Home" (NBC-TV colorcast Thursday, Nov. 24, 5:30 to 6:30 p.m. EST). This is the first time since the early TV programs of Roberta Quinlan that the carpet manufacturer has gone into television and for old time's sake the traditional theme was used.

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CORRECTION ON NBC-TV COLORCAST SCHEDULE FOR DECEMBER

"Continental Classroom" programs (Mondays through Fridays) will return to the air after Christmas recess on Jan. 3. Schedule incorrectly listed these programs in Christmas recess through Jan. 3.

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JANET BLAIR JOINS CAST OF STARS TO PERFORM

ON 'SOMETHING SPECIAL' SUNDAY, DEC. 4

Janet Blair has joined the cast of stars who will perform in "Something Special," a one-hour program of entertainment which will be presented on NBC-TV Sunday, Dec. 4 (10-11 p.m. EST), under the auspices of the American Child Guidance Foundation.

Robert Young is host of the special program. Others starring are Nat King Cole, Arlene Francis, Tennessee Ernie Ford, Dave Garroway, Sam Levenson, Art Linkletter, Garry Moore and Jane Wyatt.

A Talent Associates production, "Something Special" is produced by Michael Abbott and directed by Dick Schneider. It has been written by Reginald Rose.

NBC-New York, 11/16/60

FROM THE NATIONAL BROADCASTING COMPANY

by Rockefeller Plaza, New York 20, N. Y.

2-X-H

November 17, 1960

ROBERT W. SARNOFF TELLS NBC TELEVISION AFFILIATES
BROADCASTERS CAN HOLD HEADS HIGH AFTER YEAR
OF EXTRAORDINARY SERVICE TO THE NATION

Robert W. Sarnoff, Chairman of the Board of the National Broadcasting Company, told the annual meeting of the NBC Television Affiliates today that broadcasters can hold their heads high after "a year of extraordinary and widely recognized service to the nation."

Mr. Sarnoff contrasted the widespread recognition of these achievements with "the explosive days of the quiz show disclosures" only a year ago. He spoke at the Hotel Plaza, New York City.

"For months," he said, "broadcasting had to fight the Battle of the Potomac, before Congressional Committees, the Federal Communications Commission and the Federal Trade Commission -- to the sound of a steady drumfire from the press. That drumfire nicked and battered the medium's prestige, but its heart and center remained sound; and its public acceptance -- in terms of audience use of its service -- continued unbroken.

"The historic events of the year have also given broadcasting unprecedented opportunities to show how it can perform in the nation's service. And it has responded magnificently -- as it always has in the past, when similar opportunities were presented. The result has been a new and truer recognition of broadcasting's stature and worth -- although the medium itself has only been adhering to its own tradition.

"Throughout the land, thoughtful Americans have grown more aware of the seriousness of our purpose and the value of our service in

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developing public understanding of the issues and problems of our time. To turn to just the last few weeks, there is now virtually universal recognition of the decisive role broadcasting played in bringing home to the electorate the men and issues of the campaign and in stimulating the biggest turnout of voters in American history."

Mr. Sarnoff emphasized that the national information service provided by broadcasting, as well as the entertainment schedule that supports it, depends on the initiative of the networks, which alone program on a national basis. Discussing the essentials of "a true network service," he said:

"The true responsibility of a network is not met by concentrating on a few popular categories of programming to attract the largest audience per program. Nor is it fulfilled by spotty efforts at an occasional documentary or news special. This is not only incomplete broadcasting which fails to serve the whole public; it is also an inadequate base for the broad range of advertising needs that television can serve."

The NBC Chairman listed the following standards for judging network service and leadership:

"A network's function is to provide a full range of programming, in keeping with its undertaking to serve a national audience made up of many different publics. Only by doing so can it attract -- over the course of its schedule -- audiences from all segments of the public, to develop an aggregate audience as big as the total public itself.

"The largest part of a network's schedule must be devoted to entertainment, and primarily entertainment of broad appeal. Within this field, it should provide not only different types of programs by such categories as adventure, variety, comedy, drama, mystery, and the like,

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but programs that appeal variously to the whole family, to different age groups and sexes, and to different levels of sophistication.

"A network worthy of the name must also rise to television's opportunities and obligations as the swiftest, most vivid medium of information ever devised -- whether in transmitting news events as they happen, or reporting them quickly, or analyzing them in depth and perspective; whether in cultivating discussion and debate of public issues, spreading knowledge of science, or opening the world of the arts and humanities to millions.

"Finally, a network owes it to the public, its affiliates and its advertisers to keep moving ahead, not only in the quality and range of its programming, but in the technical development of television."

By these standards, Mr. Sarnoff said, two of the television networks -- NBC and CBS -- compete fully, except for the field of color, where NBC is pre-eminent and alone.

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NBC-New York, 11/17/60

Address by Robert W. Sarnoff
Chairman of the Board
National Broadcasting Company, Inc.
Television Affiliates Meeting
Hotel Plaza, New York City
November 17, 1960

Last November, when we gathered here at the Plaza, the broadcasting industry was under such a heavy barrage that I suggested a bomb shelter might have been a more fitting meeting place than a hotel ballroom. Today, looking back on a year of extraordinary and widely recognized service to the nation, broadcasters can hold their heads high. And we can take equal pride in the influence we have gained to accomplish even more in the years ahead -- if we use our opportunities wisely.

It is hard to realize that only a year has passed since the explosive days of the quiz show disclosures -- a year that started with such savage attacks on our medium. Taking as its jump-off point the deceptions practiced by a few producers and a ring of contestants in one narrow sector of television, the assault attracted the various dissident elements who would reshape all of television in their own image. Joining forces, they shifted their fire from the quiz show rigging on the fringes of television to the heart and center of the medium -- its vitality and responsibility as a service to the total public. In reality, this was more an attack on public tastes than on the medium that reflects and leads those tastes; but it was never put in such terms.

For months, broadcasting had to fight the Battle of the Potomac before Congressional Committees, the Federal Communications

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Commission and the Federal Trade Commission -- to the sound of a steady drumfire from the press. That drumfire nicked and battered the medium's prestige, but its heart and center remained sound; and its public acceptance -- in terms of audience use of its service -- continued unbroken.

The historic events of the year have also given broadcasting unprecedented opportunities to show how it can perform in the nation's service. And it has responded magnificently -- as it always has in the past, when similar opportunities were presented. The result has been a new and truer recognition of broadcasting's stature and worth -- although the medium itself has only been adhering to its own tradition.

As a result, we can now pick up the New York Times and read an editorial -- which reflects a widespread reaction -- hailing television as responsible for "an advance in the technique of democracy."

We have the refreshing experience of hearing tributes from such legislators as Senators Magnuson, Monroney and Pastore saluting us for "outstanding public service."

And throughout the land, thoughtful Americans have grown more aware of the seriousness of our purpose and the value of our service in developing public understanding of the issues and problems of our time. To turn to just the last few weeks, there is now virtually universal recognition of the decisive role broadcasting played in bringing home to the electorate the men and issues of the campaign and in stimulating the biggest turnout of voters in American history.

This national information service -- as well as the entertainment service that supports it -- depends on the initiative of the networks, which alone program on a national basis. In my remarks today,

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the principal questions I want to examine with you are: What are the essentials of a true network service, and by what standards should it be measured?

These are not abstract questions. To a large degree, a station takes on the character of the network with which it is associated. Beyond that, the whole medium's character is strongly influenced by the program objectives and accomplishments of the networks. And the character of a station -- like the character of television itself -- will have an ultimate effect on its standing, its reputation, and its long-range commercial success.

With the rapid rise of ABC, there are ostensibly three fully competitive networks, each with its own methods of doing business in affiliations, programming, and selling. The most recent of these networks to rise to the level of a national operation claims not only equality, but indeed superiority. This claim is advanced with all the din and devices of self-promotion -- including frequency and repetition. It is worth analyzing, and it can be analyzed most validly not by considering it on its own narrow terms, with principal reliance on numbers, but by weighing the broader questions of what should be expected of a network worthy of the name; and what elements of leadership are basic to a network's position -- from the standpoint of all those on whom we depend: the public, the trade, the advertisers, the leaders of opinion, those who regulate broadcasting, and those who would regulate us even more.

In my view, a network's function is to provide a full range of programming, in keeping with its undertaking to serve a national audience made up of many different publics. Only by doing so can it

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attract -- over the course of its schedule -- audiences from all segments of the public, to develop an aggregate audience as big as the total public itself.

The largest part of a network's schedule must be devoted to entertainment, and primarily entertainment of broad appeal. Within this field, it should provide not only different types of programs by such categories as adventure, variety, comedy, drama, mystery, and the like -- but programs that appeal variously to the whole family, to different age groups and sexes, and to different levels of sophistication.

A network worthy of the name must also rise to television's opportunities and obligations as the swiftest, most vivid medium of information ever devised -- whether in transmitting news events as they happen, or reporting them quickly, or analyzing them in depth and perspective; whether in cultivating discussion and debate of public issues, spreading knowledge of science, or opening the world of the arts and humanities to millions.

Finally, a network owes it to the public, its affiliates and its advertisers to keep moving ahead, not only in the quality and range of its programming, but in the technical development of television.

These are the principal standards for judging network service and network leadership.

Two of the networks pursue these objectives and this philosophy of maximum service to the total audience. The third network has a different philosophy and a different set of objectives, and has been successful within its own terms. But this success -- and its

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claim to leadership -- has to be judged within the narrow limits of its terms and objectives.

The true responsibility of a network is not met by concentrating on a few popular categories of programming to attract the largest audience per program. Nor is it fulfilled by spotty efforts at an occasional documentary or news special. This is not only incomplete broadcasting which fails to serve the whole public; it is also an inadequate base for the broad range of advertising needs that television can serve.

The true measure of a network is not a fleeting thing, and it cannot be built upon the manipulation of numbers. We can see the latest example of the numbers game in this week's claim. It reflects a period in which paid political broadcasts were heavily concentrated in the last weeks of the campaign. The political sponsors have always been very shrewd buyers and the bulk of their evening business was placed on NBC and CBS, with most of this time bought on our network. While this was a tribute to NBC as an advertising and information medium, these political broadcasts repeatedly preempted our popular entertainment shows and disrupted the flow of our regular programming. The resulting rating advantage given the third network is grist for the type of promotion that feeds on numbers, but never discloses what lies behind them.

As for ratings, we at NBC naturally want massive audiences for our entertainment programs, but we also want to provide -- and we do provide -- the many other ingredients of a full network service. We would not be content to rest our whole position on mid-evening

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ratings, because NBC is a round-the-clock network, not a 7:30-10:30 p.m. network; a truly national service, not a 24-market, Nielsen Multi-Network operation.

We want to sell out our schedule, but not on the basis of depressing station rates or taking other actions that tend to weaken the whole broadcasting economy and the maintenance of quality programming.

We want to have the best network facilities and the finest affiliations, as in fact we have, through pioneering and providing a broad-based service to stations that take pride in their standing. But we do not feel it is necessary to maintain an affiliation structure through wheeling and dealing that overpays the station in the strong bargaining position and builds a network on discrimination.

There are penalties for a network that sets its sights on the short range and the narrow service. One of them is to remain third among the networks in total weekly viewing -- the measurement that reflects the audience for a network's total service. Another is to suffer the embarrassment of a poor third position even when all three networks are presenting identical programming -- as for example, in the case of "The Great Debate." And the same public reaction to such a network also gives it a poor third position when all three networks cover an identical event with their own productions -- as in the case of the conventions and elections. By the same token, in the field of sports coverage, the image of the third network is reflected in the loss of audience suffered by such established events as boxing and NCAA football when they move to it from a full-service network.

Although the narrow-gauge network may proclaim its leadership

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on one track, it does not even undertake to compete in much of the broad area of a responsible network service. And its meager scattering of programs in the whole field of news and public affairs recalls Samuel Johnson's remark about a woman preaching: like a dog's walking on his hind legs, it is not done well, but you are surprised to find it done at all!

There are two networks that compete fully in all fields of the total audience service to which they are both dedicated; except for the field of color, where NBC is pre-eminent -- and alone. We regard CBS as a worthy competitor and we take deep satisfaction in the continuing headway NBC has made in this competition.

In national audience size, which is one of several elements of network leadership, NBC is close to CBS, both nighttime and daytime, as indicated by the most recent national Nielsens, and by the total weekly audience figures.

In volume of sponsored programming, NBC is now in first position, with more sponsored hours in its schedule than any other network. We are particularly gratified that as a result of our improved daytime audience position, we have increased daytime sales since last year by almost seven hours a week -- exclusive of sales in the Garroway Show.

In the public affairs field, where CBS once held so dominant a position, we have surged ahead; and with the "NBC White Papers," "The Nation's Future," the expanded Project 20 series, and the range of non-fiction specials already committed to our schedule, we expect this season to establish a position that will lead the field.

In the realm of news -- another area where CBS was once

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supreme -- we have already captured the Number One position, as demonstrated by every standard of measurement and recognition, and dramatized these past four months by a record of performance which started with the conventions, continued through the campaign, and culminated in the elections. As you know from this morning's presentation, NBC had more than half of the total three-network audience for the conventions and elections and also led all the networks in audience for the "Great Debate" broadcasts.

NBC's leadership in news has a very long life expectancy. We have built a durable news organization that is young, vigorous and resourceful. It is strong in depth and is managed by pros like Bill McAndrew and Julian Goodman. Its newsmen do not regard their job as communing with themselves or the Deity; nor do they ever confuse the two. They seek only to serve the viewer or listener sitting before his set trying to understand the complexity of the events pressing all around him. They take as their mission the job of reporting the news to that viewer or listener -- accurately and swiftly, and with the simplicity and clarity of interpretation that will make the issues and events meaningful to him. The Managing Editor -- as Bill McAndrew likes to call him -- is Bob Kintner. More than any other man, he is responsible for raising NBC News to its present position, by giving it imaginative guidance -- and then giving it its head to operate on its own high professional standards.

Taking the program service as a whole -- and again comparing NBC and CBS -- our schedule embraces the widest diversity of entertainment and information, the most advanced techniques in television and the greatest daily span of hours on the air.

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It is big and broad enough to present more specials, more educational programming, more major sports -- like the World Series -- and more major stars than our main competitor. And at each end of the schedule stands a unique program that is an institution in itself -- "The Dave Garroway Today Show" and "The Jack Paar Show," in periods where a pioneering NBC created an audience. Since the Paar Show is still the most talked-about program in America, and some of you may be late risers, I'd like to point up the scope of the Garroway Show.

On this two-hour program every weekday morning, NBC generally presents more news and information than any other network offers throughout an average day and evening. It ranges from folk songs to jazz and Gilbert and Sullivan; from the latest Paris hats to a penetrating look into our radar defense; from an interview with Casey Stengel to one with the Prime Minister of Nigeria. All these have been on the show since September, together with features on new developments in American education, the UN General Assembly, the political campaign and the election. And in the same brief period, viewers have been able to meet and hear the news-makers in all parts of our society -- space scientists, authors, diplomats, psychologists, labor leaders, industrial tycoons, politicians, economists, fashion designers, editors, sports figures and historians.

Throughout the varied schedule, from "Continental Classroom" beginning at 6 a.m., to "The Jack Paar Show" ending at 1 a.m., runs another bright thread in the fabric of NBC's leadership -- the glow of color programming. In 1960, we will have presented more than 1,000 hours of color and the rate of its growth is increasing steadily; in the last three months of the year, we are offering 80 per cent more color than during the same period just a year ago.

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Such is the broad base on which network leadership must rest, and upon which NBC has built solidly through the years. We have built this network with you, and the great majority of you have been with NBC over the good years and the bad, and over those that seesawed between good and bad.

You have been NBC affiliates because you too believed that a broad-gauged service best met your own interests, and best matched your own philosophy of operation. You have remained NBC affiliates because you felt that this network, with its heritage, its resources and its goals, had the best prospect of providing the finest and broadest service available. And you have been able to combine these advantages with an outstanding and deep-rooted opportunity to prosper.

But more recently, on a scattered basis, both NBC and CBS have experienced some loosening of these ties as a few affiliates have put their chips on short-range opportunities for a larger profit. An affiliate who shops around, using as the sole standard the highest-rated program available to him for each period, destroys his ability and his network's ability to offer a full service; and he forecloses from his schedule programs designed and developed for the special values they will add to the service in his community. The effects of this practice are, of course, aggravated in the two-station markets, where it is more prevalent than elsewhere -- even though these are the very communities where the public has limited choices and where a full-service schedule is particularly important.

If such a practice should become a general pattern, it would degrade the whole service and, in the process, injure the long-range public position and economic interests of every broadcaster. Against

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the temptation of the fast buck and the single-purpose schedule, I am confident that far-sighted affiliates recognize where their true interests lie.

A station has no less a responsibility for providing a balanced full service to its audience than a network has for making such a service available nationally. And a station will best protect its standing and prestige by maintaining such a service, which pays off in the tangibles and intangibles of commercial acceptance as well as pride. Indeed, it is the stations of this country that will determine whether television goes up or down; for only through them can the public get its programming, regardless of the source.

We have come a long way together in a relatively short time. We have passed through change after change in a business that has grown faster than any in history. We have hardly had a chance to grow set in our ways -- and that's a good thing, because broadcasting is still growing and changing, and we will have to keep adapting to shifting conditions of audience and advertising.

At the beginnings of television, so much had yet to be tried that almost everything was innovation -- whatever came along for the first time had at least the virtue of novelty. As the medium has matured, innovation has become more gradual, more subtle, more likely to make itself felt within existing forms.

Yet it is always going on. There are still innovations that strike out in new directions, like the Purex daytime specials, which represent an entirely new kind of program, based on a new concept of treating "forbidden" and neglected subjects with factual integrity and creative showmanship. There are also the innovations of evolution,

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such as the Garroway Show which is a far more solid and varied program than the "Today" show of only a few years ago. Similarly, the Paar Show, while maintaining the tradition of late-night live programming, has evolved a new form that refreshes the whole medium. The nature of specials and the whole area of public affairs programming have been changing, too, expanding in scope, maturity and expertness. The weekly closet dramas, that were part of television's growing process and are still the subject of elegies by certain critics, have given way to such major productions as "Little Moon of Alban," "The American" and "The Moon and Sixpence." And I hope no devotee of live drama who mourns the past will object to such a development as next Sunday's color production of a two-hour "Macbeth," filmed on location in Scotland.

Nowhere has change been more striking than in television's commercial patterns -- and not all have been to my liking or yours. These are not arbitrary inventions, created to bedevil our relationship; they are required responses to changing realities in the economics of advertising and television itself. Any medium incapable of responding to such requirements is also incapable of growing, or even surviving.

Some of these changes pose problems for which there are no quick, easy answers. But one thing, I am confident, will not change. Network television will remain a permanent fixture of our national life as a major source of entertainment and information and as a major advertising medium. It is essential as a vehicle for simultaneous transmission of great national events as they take place. It is essential to national advertisers; it is the only way to attain national circulation of major programs in a designed, balanced schedule.

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I believe we are entering a period in which a growing economy will enable three television networks to prosper, each in its own way. Each of us -- and each of you -- must choose his own way, must determine whether we want to cash in by watering the stock of broadcasting or to build prosperity on a tradition of broad service, creativeness, and responsibility. For NBC, I pledge to you there will be no turning aside from the course we have always followed: the course of trading the medium up, and enlarging its scope and stature as a full service to the total audience.

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NBC-New York, 11/17/60

NBC TELEVISION NETWORK NEWS

November 17, 1960

17 ENTERTAINMENT PROGRAMS NOW IN DEVELOPMENT FOR NBC-TV 1961-62 SEASON ANNOUNCED AT NETWORK AFFILIATES MEETING

Seventeen entertainment programs are now in development for the 1961-62 season on the NBC Television Network, it was announced today at the annual meeting of NBC-TV affiliates in New York.

In a presentation titled "Story of a Network," the affiliates were also told that the NBC-TV Program Department has already reviewed more than 250 program ideas for next season.

Other highlights from the presentation:

"Project 20," which regularly attracts audiences as large as those of fiction-based entertainment shows, is 100 per cent sold out this year. Last year, "Life in the Thirties" and "Not So Long Ago" virtually tied their competition while "Meet Mr. Lincoln" -- for the second straight year -- swept its time period.

Since July 1, \$33,000,000 in new and renewal daytime business has been signed. Sponsored daytime hours this October are up 30 per cent over a year ago, and NBC leads its closest network competitor in weekday sponsored hours by 5 per cent. NBC's personality daytime programs dominate their time periods, reaching 225,000 more homes in the average minute than their nearest competitors. Both daytime serials -- "Young Doctor Malone" and "From These Roots" -- are now first in their time periods, and the

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2 - Story of a Network

entire afternoon lineup reaches 750,000 more homes per average minute than a year ago.

NBC's runaway success in covering the Election climaxed a year of outstanding achievement by NBC News, highlighted by its coverage of the two political conventions, the political campaigns, the broadcasts of "The Great Debate" series, and the extraordinary session of the United Nations General Assembly this Fall.

NBC has color from sign-on to sign-off, from "Continental Classroom" beginning at 6 a.m. to "The Jack Paar Show" ending at 1 a.m., with an average of five regularly scheduled color programs in between. On NBC-TV this Fall will be an average of 32 hours of color each week, 78 per cent more than last year. The year's total for 1960 will exceed 1,000 color hours.

In the Participating Programs area, "Today" is celebrating its eighth and most successful year with sales at an all-time high. On November 11 -- as part of NBC Color Day -- the show was broadcast in color for the first time. "The Jack Paar Show" traveled to London, Nassau and Hawaii, and began regular originations in color in September.

NBC, with 380 hours of sports programming during the 1960-61 season, is once again the leading sports network.

Since October, 1958, the average ordered nighttime

(more)

3 - Story of a Network

lineup on NBC-TV has increased from 153 to 177 stations, and the daytime lineup is up from 124 to 149.

The presentation reviewed the operations of the various NBC departments -- from programming to sales, from advertising and promotion to station relations -- and noted that 4,500 people work together at NBC on the development of more than 4,000 hours of programming each year.

Speakers at this morning's meeting were Robert E. Kintner, President, National Broadcasting Company; Walter D. Scott, Executive Vice President, NBC Television Network; Harry Bannister, Vice President, Station Relations; and Irving Gitlin, Executive Producer, Creative Projects, NBC News and Public Affairs.

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NBC-New York, 11/17/60

November 17, 1960

NBC-TV IS NOW THE NETWORK LEADER IN TOTAL WEEKLY SPONSORED HOURS,
WALTER D. SCOTT ANNOUNCES AT NBC-TV AFFILIATES ANNUAL MEETING

NBC-TV is now the network leader in total weekly sponsored hours, it was announced today by Walter D. Scott, Executive Vice President, NBC Television Network.

Mr. Scott, addressing the annual meeting of the NBC-TV Affiliates in New York, announced that network sponsored hours reports for both October and November showed the NBC-TV Network in first place.

Mr. Scott traced the business of sales trends in television during the past decade and urged broadcasters engaged in "the pursuit of excellence" to fulfill their responsibilities during the next 10 years.

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NBC TRADE NEWS

November 17, 1960

AD LIBBED 'HAPPY TALK' SPECIAL ON NBC-TV NETWORK WILL PRESENT
JOEY BISHOP, GEORGE BURNS, JIMMY DURANTE, BUDDY HACKETT
AND GROUCHO MARX, WITH DAVID SUSSKIND AS MODERATOR

-- --

Lever Brothers and Lanvin Parfums Sponsor Dec. 6 Hour

Five of the country's noted comedians -- Joey Bishop, George Burns, Jimmy Durante, Buddy Hackett and Groucho Marx -- will provide an unrehearsed, spontaneous hour of "Happy Talk" on the NBC-TV Network Tuesday, Dec. 6 (10-11 p.m. EST). David Susskind will be the moderator.

Susskind, a major TV producer and industry figure, is best-known on-camera as the moderator and interviewer on "Open End," the Sunday night TV discussion series. Jean Kennedy will be the producer.

"It's going to be about a lot of things," Miss Kennedy said.

"The format will be as fluid as possible and the participants will talk about almost anything they want to -- about the things that interest them most. They are all great raconteurs."

The sponsors will be Lever Brothers (through Sullivan, Stauffer, Colwell & Bayles, Inc.) and Lanvin Parfums (through North Advertising, Inc.)

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NBC TELEVISION NETWORK NEWS

November 17, 1960

Attention, Sports Editors

JOE GARAGIOLA, FORMER NATIONAL LEAGUE CATCHER,
WILL BE A BASEBALL SPORTSCASTER FOR NBC-TV

Former National League catcher Joe Garagiola will be a baseball sportscaster for the NBC-TV Network during the 1961 season, NBC Sports Director Tom S. Gallery announced today.

Garagiola will team with Lindsey Nelson as the play-by-play commentators for the Saturday and Sunday "Major League Baseball" games on NBC-TV.

For the past six years, Garagiola has been serving as one of the TV announcers for the St. Louis Cardinals, the team with which he broke into the major leagues in 1946. He was a World Series catcher in his first year and calls "being part of that championship team ... my greatest thrill as a player."

He played five and one-half seasons with the Cardinals, then from mid-1951 until his retirement after the 1954 campaign, he played with the Pittsburgh Pirates, Chicago Cubs and New York Giants.

Along with his Summer sportscasting activities, Garagiola has become a favorite raconteur and master of ceremonies along the Wintertime banquet circuit. He has also become an author; his "Baseball Is a Funny Game," published a few months ago, made the

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best-seller list. He has been a guest panelist several times on NBC-TV's "Jack Paar Show" and during the 1960 World Series he appeared daily on the network's "Dave Garroway Today Show" to preview and review each game.

Born and raised in St. Louis, Garagiola still lives there with his wife, Audrie, and their three children, 10-year-old Joe Jr., five-year-old Steve and one-year-old Gina.

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NBC-New York, 11/17/60

NBC COLOR TELEVISION NEWS



November 17, 1960

LIBRETTO OF "DESERET" (NBC OPERA TO BE COLORCAST NEW YEAR'S DAY)
WILL BE PUBLISHED IN DECEMBER ISSUE OF MUSICAL AMERICA

The complete libretto for Leonard Kastle's opera "Deseret" will be published in the December issue of Musical America magazine. Anne Howard Bailey is author of the text for the opera which will be given its world premiere presentation on Sunday, Jan. 1 (NBC-TV Network colorcast 3-5 p.m. EST).

Viewers across the country will thus have the unusual opportunity of having the text of the opera available if they want to follow it during the performance, or make later reference to it.

"Deseret" is a story of the impending 25th marriage of Brigham Young. It is a fictional treatment and is set in Lion House in the territory of Deseret (now Utah) in 1862. Kenneth Smith sings the role of Brigham in the NBC Opera Company performance. Judith Raskin is Ann Louisa Brice, John Alexander is Captain James Dee, Rosemary Kuhlmann is Sarah Young and Mac Morgan and Marjorie McClung are Mr. and Mrs. Brice. Peter Herman Adler conducts.

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November 18, 1960

A RESOLUTION BY THE NBC TELEVISION AFFILIATES

Adoption of the following resolution by the NBC Television Affiliates at their annual meeting in New York was announced Thursday, Nov. 17:

The Television Affiliates of the National Broadcasting Company endorse and support the principles set forth in today's address by Robert W. Sarnoff, describing the responsibilities of a broad-service network.

We enthusiastically commend the NBC Television Network for its clear-cut victory in covering the 1960 campaign year. From the political conventions and the initiative in creating "The Great Debate," through the crowded events of the campaign months and the superb coverage of Election Night, NBC has set new standards of creative excellence in responsible news and public affairs programming. Its consistent performance established NBC News unequivocally as the No. 1 organization in broadcast journalism. NBC's leadership in this vital area is a major source of the new prestige and standing won this year by the whole broadcasting industry, and one of the outstanding reasons for the genuine pride that each of us feels in our affiliation with NBC.

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November 18, 1960

KPRC-TV'S JACK HARRIS RE-ELECTED CHAIRMAN
OF NBC-TV AFFILIATES BOARD OF DELEGATES

Jack Harris, Vice President and General Manager of KPRC-TV, Houston, was unanimously re-elected Chairman of the NBC Television Affiliates Board of Delegates at the annual meeting of the affiliates in New York Thursday, Nov. 17.

Also re-elected were Vice Chairmen Edwin K. Wheeler, General Manager of WWJ-TV, Detroit, and Robert Ferguson, Executive Vice President of WTRF, Wheeling, W. Va.

Louis Read, Vice President and General Manager of WDSU-TV, New Orleans, was re-elected Secretary-Treasurer.

Appointed to fill vacancies on the NBC-TV Affiliates Board were: Owen Saddler, Executive Vice President and General Manager of KMTV, Omaha, and Van Beuren DeVries, Vice President and General Manager of WGR-TV, Buffalo, N. Y.

Other members of the Board of Delegates are: Marcus Bartlett, General Manager of WSB-TV, Atlanta; Joseph H. Bryant, President of KCBD-TV, Lubbock, Tex.; Richard O. Dunning, President and General Manager of KHQ-TV, Spokane, Wash.; Harold Grams, General Manager of KSD-TV, St. Louis; and Richard Lewis, President and General Manager of KVAR, Phoenix.

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November 18, 1960

'THE AMERICANS,' FULL-HOUR DRAMA SERIES WITH HISTORICALLY
AUTHENTIC CIVIL WAR BACKGROUND, TO BE MONDAY NIGHT
FEATURE ON NBC-TV NETWORK STARTING JAN. 23
- - -
Series to Mark Civil War Centennial Year in U.S.

"The Americans" -- a full-hour, filmed weekly drama series set against a historically authentic, tumultuous and vivid Civil War backdrop -- will premiere on the NBC Television Network Monday, Jan. 23, 1961 (7:30-8:30 p.m. EST).

(NOTE: "The Americans," marking the Civil War Centennial Year in the United States, replaces "Riverboat," which will conclude its run on the NBC-TV Network Monday, Jan. 16 in the same time spot.)

Darryl Hickman and Dick Davalos will co-star in "The Americans," the opening episode of which is set in the 1861 border town of Harpers Ferry, Va. (later, W. Va.). Hickman will portray Ben Canfield, whose actions favor the North, and Davalos has the role of Ben's brother, Jeff, whose sympathy and eventual allegiance lies with the South.

Episodes of the series, with climactic events of the Civil War as background, will trace the human drama of the brothers whose family was torn apart by the dislocations, personal struggles and agonizing decisions faced by Americans during the conflict.

An NBC-TV Network production filmed at MGM Studios in Hollywood, "The Americans" will have as its producer Frank Telford, executive producer of the network's full-hour Thursday night "Outlaws" series.

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The initial episode of "The Americans" re-creates the destruction of the Union arsenal at Harpers Ferry which split asunder the Canfield family and erupted into the bloody conflict of the Civil War. The episode was directed by Douglas Heyes from a teleplay by John Gay.

Guest stars for "The Americans" premiere include John McIntire as Pa Canfield; Ron Randell as Lt. Turner, commander of the Virginia Militia; Kenneth Tobey as Lt. Jones, commandant of the Union arsenal; and Gigi Perreau as Sally, torn by an affection for each of the Canfield brothers.

Henry Steele Commager, author of "The Blue and the Gray" and other authoritative Civil War source books, will serve as historical consultant for the series. The original musical score for "The Americans" will be composed and conducted by Hugo Friedhofer.

Through the eyes and actions of the brothers, Ben and Jeff, "The Americans" will present the story of the Civil War from the viewpoint of the common soldier who fought in it. In alternating sequences, the viewer will see the impact of the struggle on the South, to which Jeff has sworn allegiance, and on the North, served loyally by Ben.

In its format of dramatizations built around the fictional Canfield brothers, "The Americans" will -- instead of presenting a collection of battle scenes or series of documentaries -- bring to TV viewers a weekly hour of dramatic entertainment based on the experiences of ordinary people living in American history's most extraordinary period of conflict and turmoil.

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NBC-New York, 11/18/60

NBC COLOR TELEVISION NEWS



November 18, 1960

'SING ALONG WITH MITCH' TO BE ALTERNATE FRIDAY
COLORCAST SERIES ON THE NBC TELEVISION NETWORK

"Sing Along With Mitch" will return to the air as a regular colorcast program on alternate Friday nights starting Jan. 27, 1961 (9-10 p.m. EST) on the NBC-TV Network, it was announced by David Levy, Vice President, Programs and Talent. The program with Mitch Miller as star and host, was seen last Spring on NBC-TV as a "Ford Startime" special. It was enthusiastically received and drew a tremendous mail response.

The series will follow the same general format, presenting songs in which the TV audience at home can join in the singing. Each program also will feature several guests: young singers chosen by Mitch for their talent, whether known or unknown. The Sing Along Gang will be a regular part of the cast.

The program, which will be produced and directed by Bill Hobin, will be written by Gordon Cotler. It will originate in NBC's Brooklyn (N.Y.) studios.

"Sing Along With Mitch" will alternate on NBC-TV Friday nights with the "Bell Telephone Hour," now in its third successful season on TV.

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NBC TELEVISION NETWORK NEWS

November 18, 1960

JACQUES SOUSTELLE, ALGERIA'S FORMER GOVERNOR GENERAL,
TO DEBATE ALGERIAN PROBLEM ON "THE NATION'S FUTURE"

Jacques Soustelle, former Governor General of Algeria, will debate the Algerian problem on "The Nation's Future" Saturday, Dec. 3 (NBC-TV Network, 9:30-10:30 p.m. EST), it was announced today by Irving Gitlin, Executive Producer, Creative Projects, NBC News and Public Affairs.

Soustelle, who is coming to this country as a special correspondent for French newspapers, will face Dr. El-Mehdi Ben Aboud, Moroccan Ambassador to the United States, in a debate of the question: "What is the solution to the Algerian problem."

Gitlin made the announcement before a meeting of executives of NBC affiliated stations at the Plaza Hotel in New York.

The Creative Projects unit headed by Gitlin is producing the "Purex Special for Women" series and the "NBC White Paper" series in addition to "The Nation's Future" debates. The first "NBC White Paper" program is "The U-2 Affair" Tuesday, Nov. 29 (NBC-TV, 10-11 p.m. EST). Gitlin said other "NBC White Paper" programs in the coming months will include such subjects as American medicine, Panama, U.S. journalism and public relations.

He said that "The U-2 Affair" represented one of the largest investigative efforts ever attempted in television. More than 30 reporters, from NBC News and from outside news organizations, were working on the project, he said.

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TITLE CHANGE 'OPEN END' IS TITLE OF DEC. 6 NBC-TV SPECIAL

There's a new title for the unrehearsed, spontaneous hour of "happy talk" with five of the nation's leading comedians on the NBC-TV Network Tuesday, Dec. 6 (10-11 p.m. EST). It's "Open End." (NOTE: Previous NBC Daily News Report story listed title as "Happy Talk.")

Participants will be Joey Bishop, George Burns, Jimmy Durante, Buddy Hackett and Groucho Marx. David Susskind, the TV producer best-known on camera as moderator and interviewer on the "Open End" TV discussion series, will be moderator of the special "Open End" NBC-TV program Dec. 6. His guests will talk about anything they please.

NBC-New York, 11/18/60

CREDITS FOR "MACY'S THANKSGIVING DAY PARADE" COLORCAST ON
NBC-TV NETWORK THURSDAY, NOV. 24 (11 a.m.-12 Noon EST)

Co-Emcees: Bob Smith and Paul Tripp

Parade Stars and
Features: Leading the parade will be Lorne Greene, Dan
Blocker, Michael Landon and Pernell Roberts
(the four co-stars of NBC-TV's full-hour
"Bonanza" colorcasts), riding on horseback.
Also participating in the procession will
be Lori Martin (star of NBC-TV's "National
Velvet"), Shirley Jones, Joe E. Brown, and
the Radio City Music Hall Rockettes and New
York City Center Light Opera Company. (The
latter two groups will perform for NBC's
color cameras.) Other parade features in-
clude 12 colorful marching bands, four
mammoth helium-filled balloons and more
than a dozen elaborate scenic floats.

Producer: Ed Pierce

Directors: Bill Healion and Craig Allen

Writers: Hal Hackady and Don Epstein

Assistant to the
Producer: Danny Webb

Music Director: Sammy Fidler

Assistant Directors: Stan Zabka and Bob Quinn

Unit Managers: Ed Faught and Frank Evanella

Production Assistant: Lynn Wellenkamp

Technical Directors: Dan Zampino and Jim Davis

(more)

Guests:

Bob Smith and Paul Tripp

and
Guests:

Leading the parade will be James Brown,

Blondie, Michael Jackson and Fanny Hill

(the four co-stars of NBC-TV's Fall-New

"Johnny" musicals), riding on horses

Also participating in the procession will

be Lord Martin (star of NBC-TV's "Hill

Velvet"), Shirley Jones, Joe E. Brown,

and other stars who will be escorted and

by the City of New York Police

After two groups will perform for NBC

color camera, other parade features

close to colorful marching bands, four

hundreds of balloons and more

than a dozen floats.

Ed Pierce

Bill Heston and John Allen

Pat Kennedy and Don Edwards

Danny Webb

Danny Webb

Steve Sabes and Bob Quinn

Ed Fought and Frank Evans

John Williams

Sam Berman and Jim Davis

and to the
Guests:

Director:

and Directors:

Managers:

Production Assistant:

and Directors:

2 - Credits for "Macy's Thanksgiving Day Parade"

Audio: Jim Smart, Phil Berge and Mel Hensch

Video: Jim Sunder

Origination: Herald Square, New York City, in front of
Macy's Department Store

Sponsors: Ideal Toy Corporation and the Lionel Train
Corporation

Agency (for both
sponsors): Grey Advertising Agency Inc.

NBC Press
Representative: Stan Appenzeller (New York)

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NBC-New York, 11/18/60

the Court, Full Bench and Neil Hand

the House

the House, New York City, in front of

the House's Department Store

the House's Department Store and the House's

Department

the House's Department Store

the House's Department Store

the House's Department Store

the House's Department Store

November 21, 1960

FIVE ADVERTISERS PURCHASE SPONSORSHIP OF NBC-TV COVERAGE
OF 27TH ANNUAL SUGAR BOWL FOOTBALL GAME MONDAY, JAN. 2

Five advertisers have purchased sponsorship of coverage of the 27th annual Sugar Bowl Game at New Orleans, La., on NBC-TV Monday, Jan. 2, it was announced today by Richard N. McHugh, Manager, Special Program Sales, NBC Television Network.

The sponsors are B. F. Goodrich Company; the Wynn Oil Company; Colgate-Palmolive Company; Schick Safety Razor Company, division of Eversharp Inc.; and Whitehall Laboratories, division of American Home Products Inc..

This will be the fourth straight year that NBC-TV is televising the Sugar Bowl football classic. In last year's game, Mississippi defeated Louisiana State, 21-0.

The agencies through which the sponsors placed their purchases were Batten, Barton, Durstine & Osborn Inc. for B. F. Goodrich; Erwin Wasey, Ruthrauff & Ryan Inc. for Wynn Oil; Ted Bates & Company for Colgate-Palmolive; Compton Advertising Inc., for Schick Safety Razor, and Ted Bates & Company for Whitehall Laboratories.

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NBC COLOR TELEVISION NEWS



November 21, 1960

'THE MOST COLORFUL NIGHT OF THE YEAR' ON NBC-TV

Dec. 8 Is the Date with Color Early to Very Late:
Four and Three-Quarter Hours in All!

Thursday, Dec. 8 has been designated by NBC-TV as "The Most Colorful Night of the Year," with four and three-quarter hours of color broadcasting, in prime evening time, scheduled by the network.

Mary Martin, as "Peter Pan," will put the evening's color programming into orbit, and every network presentation following the two-hour classic will be adorned by the NBC-TV peacock, symbol of compatible color broadcasting.

Groucho Marx will make his color debut during the evening, joining Tennessee Ernie Ford and Jack Paar in the tint unprecedented parade. Following is the programming, in chronological order (all times EST):

7:30-9:30 p.m. - Mary Martin starring in "Peter Pan"

9:30-10 p.m. - "The Ford Show" starring Tennessees
Ernie Ford.

10-10:30 p.m. - "The Groucho Show"

11:15 p.m.-1 a.m. - "The Jack Paar Show"

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ART LINKLETTER BOOK, 'CONFESSIONS OF A HAPPY MAN,' NOW ON STANDS

"Confessions of a Happy Man," Art Linkletter's own story, reached the bookstands over the weekend. It is the fourth book written by the popular star of NBC-TV Network's "People Are Funny" series.

Published by Bernard Geis Associates, the 250-page autobiography tells how a poor boy, starting at the bottom, wound up at the top by hard work, brains and clean living.

"Confessions of a Happy Man" has 16 pages of photographs, mostly of the Linkletter family which includes wife Lois, five children and four grandchildren. The Saturday Evening Post recently serialized the story, which was written in collaboration with Dean Jennings.

Linkletter's previous books are "The Secret World of Kids" (1959), "Kids Say the Darndest Things" (1957) and "People Are Funny" (1953).

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PRODUCTION DATE SET, CAST AND CREDITS LISTED

FOR 'ONE HAPPY FAMILY' FRIDAY SERIES

"One Happy Family," which will be broadcast on NBC-TV Fridays starting Jan. 13 (8 p.m. EST) will go into production Dec. 1 at Desilu-Cahuenga in Hollywood, Harris L. Katelman, Goodson-Todman executive Vice President in charge of West Coast Productions, has announced.

The series will star Dick Sargent, Jody Warner, Elisabeth Fraser, Chick Chandler, Jack Kirkwood and Cheerio Meredith.

"One Happy Family" will be produced by Sid Dorfman and directed by Al Lewis.

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NBC-New York, 11/21/60

NBC-TV NETWORK PROGRAM

SEGMENTS OF 'OMNIBUS' PRODUCTION OF 'HE SHALL HAVE POWER'
TO BE BEAMED TO RED-DOMINATED LANDS VIA RADIO FREE EUROPE

"He Shall Have Power," the critically acclaimed documentary examination of the Presidency of the United States which launched the NBC-TV Network's current "Omnibus" season on Nov. 13, will be beamed to Communist-enslaved peoples of Europe, producer Robert Saudek announced today.

Saudek said the James Lee script for "He Shall Have Power," examining in depth crucial moments in the administrations of six American Presidents, has been acquired by Radio Free Europe and will be translated into five Eastern European languages for radio broadcast in segments behind the Iron Curtain.

"He Shall Have Power," which marked the beginning of the eighth "Omnibus" season on television, was directed by Fielder Cook with Alistair Cooke as host and Harvard University's Dean McGeorge Bundy as commentator. A cast of 19, including Larry Blyden and Larry Gates, re-created the Presidential crises in dramatic segments. The program was sponsored by Aluminium Limited through J. Walter Thompson Company.

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NBC-New York, 11/21/60

FROM THE NATIONAL BROADCASTING COMPANY

Rockefeller Plaza, New York 20, N. Y.

November 22, 1960

2-X-H

NBC PROMOTES GEORGE D. MATSON TO VICE PRESIDENT, ASSISTANT TO PRESIDENT,
AND ROBERT L. STONE TO VICE PRESIDENT, GENERAL MANAGER, NBC-TV NETWORK

- - -

Promotions Are Also Announced for William H. Trevarthen,
James A. Stabile and Ernest Lee Jahncke Jr.

The promotion of George D. Matson to the newly created position of Vice President, Assistant to the President, was announced today by Robert E. Kintner, President of the National Broadcasting Company.

"As one of the most experienced financial executives in broadcasting, Mr. Matson is uniquely suited to take over this key new position," Mr. Kintner said. "His promotion will enable us to take full advantage in a variety of specialized areas of his wide knowledge of financial and administrative affairs."

At the same time, Walter D. Scott, Executive Vice President, Television Network, announced that Robert L. Stone, who has been Vice President, Operations and Engineering, has been promoted to the position of Vice President, General Manager, NBC Television Network, the post previously held by Mr. Matson, and James A. Stabile, Vice President, Standards and Practices, has been promoted to the new position of Vice President, Staff, NBC Television Network. Messrs. Stone and Stabile will report to Mr. Scott.

Other promotions resulting from these changes include William H. Trevarthen, formerly Vice President, Television Network Operations, who succeeds Mr. Stone as Vice President, Operations and Engineering, and Ernest Lee Jahncke Jr., Director, Standards and Practices, who will head up that department as Mr. Stabile's successor.

(more)

2 - Promotions

The activities reporting to the Vice President and General Manager of the Television Network, including the Business Affairs Department, will now report to Mr. Stone, together with facilities operation and staff engineering, headed by Mr. Trevarthen. Mr. Stone brings to his new post an unusually successful career in many phases of television operation including business affairs, sales, network operations and services and local station management.

Mr. Stabile, in his new position, will have supervisory responsibility for the talent and program negotiation functions, in addition to a number of important staff assignments within the television network. Burton H. Hanft, Vice President, Talent and Program Contract Administration, who formerly reported to NBC's General Attorney, will now report to Mr. Stabile. Before assuming his previous position as head of standards and practices for NBC, Mr. Stabile had been for more than 15 years a major executive handling legal, business affairs, negotiating and administrative assignments on a talent agency and network level.

In commenting on the new appointments, Mr. Scott said:

"It is indeed gratifying to be able to make these important new promotions from within our own ranks. We are fortunate to have within our company experienced and accomplished executives to take over the challenges and responsibilities arising from the growth and expansion of the NBC Television Network.

"These new promotions bring added executive and business strength to the management of the television network as we continue to enlarge and diversify our activities in program acquisition and creation and originate new and more effective sales patterns for our advertisers."

* * *
(more)

3 - Promotions

Mr. Matson joined NBC on Feb. 1, 1952, as operations analyst. He was appointed Assistant Treasurer on June 8, 1953, and Controller on Oct. 23, 1953. In January, 1958, he was promoted to Vice President and Treasurer and in December, 1959, to Vice President, General Manager, NBC Television Network.

Born in South Dakota, Mr. Matson was graduated from the University of Wisconsin in 1940, when he joined Arthur Anderson & Co. -- one of the leading public accounting firms in the country -- as a junior accountant. He left the firm to join NBC, after rising to the position of manager for audit engagements and other special projects for a number of large companies.

Mr. Matson served four years in the Navy after enlisting in February, 1942, and was discharged as a lieutenant in the Supply Corps. He is a member of the Controller Institute of America, the American Institute of Certified Public Accountants, and the American Management Association. He lives with his wife and two sons in Glen Ridge, N. J.

* * *

Mr. Stone joined NBC on Jan. 12, 1959 as Vice President, Facilities Operations, after serving in various executive positions at the American Broadcasting Company. He served five years as a staff member of Cresap, McCormick & Paget, management consultants, before joining ABC in January, 1952, as an account executive in Television Network Sales.

Within two years, he was appointed, successively, Business Manager, ABC Television Network Sales Department, and Business Manager and then Director of the network's Television Services Department.

(more)

4 - Promotions

In September, 1955, he became General Manager of WABC-TV in New York, and in February, 1957, was named a Vice President.

A native New Yorker, he attended Deerfield Academy and Williams College. He served as a first lieutenant with the Seventh Air Force in World War II and was awarded the Distinguished Flying Cross and Air Medal with eight Oak Leaf Clusters. He lives in Manhattan with his wife and four children.

* * *

Mr. Trevarthen was elected Vice President, Television Network Operations, Nov. 7, 1960. He has been with NBC since April, 1959, when he was appointed Director of Television Network Operations.

Before joining NBC, he was Vice President, Production Services, for the American Broadcasting Company. He has served with ABC since 1943, after four years with NBC as maintenance engineer and one year as a research associate at Harvard's Underwater Sound Laboratory.

Mr. Trevarthen was born in South Range, Mich., graduated from Bliss Engineering School, Washington, D. C., and attended Boston University. He was an engineer for General Electric, Western Electric and Stewart-Warner Corporation before joining NBC. He lives with his wife and daughter in East Williston, Long Island, N. Y.

* * *

Mr. Stabile has served as Vice President, Standards and Practices, since that department was formed at NBC in November, 1959. He joined NBC in February, 1957, as Manager, Talent Negotiations, after resigning as Vice President and General Counsel for the American Broadcasting Company. He was promoted to Director, Talent and Program Contact Administration for NBC in October, 1957, and to a Vice Presidency on Feb. 6, 1959.

(more)

5 - Promotions

Before joining ABC in December, 1951, as an attorney, Mr. Stabile was an attorney with the William Morris Agency and, from 1946 to 1950, was an administrative assistant for the Authors League of America. He left private law practice in 1942 to serve with the U. S. Army in World War II.

Mr. Stabile was born in Newark, N. J., and graduated from St. John's University Law School, Brooklyn, N. Y. He and his wife live in Douglaston, Long Island, N. Y., with their three young sons.

* * *

Mr. Jahncke, who has been Director, Standards and Practices, since Oct. 11, 1960, joined NBC as Director, Standards, Dec. 30, 1959. He had been Vice President and Assistant to the President of Edward Petry & Co. Inc., and from 1952 to 1957 held this same title with the American Broadcasting Company.

During World War II, he served on active duty with the United States Naval Reserve. He was with NBC's Traffic and Station Relations Departments from 1937 to 1941.

Mr. Jahncke is a graduate of the United States Naval Academy. He lives with his wife and four children in Greenwich, Conn.

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NBC-New York, 11/22/60

FROM THE NATIONAL BROADCASTING COMPANY

Thirty Rockefeller Plaza, New York 20, N. Y.

November 22, 1960

NBC-TV SCHEDULES EIGHT POST-SEASON GRID GAMES, FIVE OF THEM IN COLOR;
NBC RADIO LISTS FIVE CLASHES IN CHRISTMAS-TO-NEW YEAR'S PERIOD

Eight post-season football games will be televised by the NBC-TV Network during December and January and five of them will be presented in color.

Five of the games in the Christmas-to-New Year's period also will be broadcast by the NBC Radio Network. NBC will carry more post-season football on television and radio than any other network organization.

The eight-game schedule on NBC-TV follows (TV times are listed; kickoffs are 15 minutes later):

Saturday, Dec. 17 (colorcast, 12:45 p.m. EST) --

Second annual Liberty Bowl Game at Philadelphia Stadium.

Monday, Dec. 26 (colorcast) -- National Football

League Championship Game, in park of Eastern Conference titleholder (time depends on location of game).

Saturday, Dec. 31 (1:45 p.m. EST) -- 23rd annual

Blue-Gray all-star game at Cramton Bowl, Montgomery, Ala.

Saturday, Dec. 31 (4:45 p.m. EST) -- 36th annual

East-West Shrine Game at Kezar Stadium, San Francisco.

Monday, Jan. 2 (colorcast, 1:45 p.m. EST) -- 27th

annual Sugar Bowl Game at New Orleans.

(more)

2 - Football

Monday, Jan. 2 (4:45 p.m. EST) -- 47th annual
Rose Bowl Game at Pasadena, Calif.

Saturday, Jan. 7 (colorcast, 3:15 p.m. EST) --
12th annual Senior Bowl Game at Ladd Memorial Stadium,
Mobile, Ala.

Sunday, Jan. 15 (colorcast, 3:45 p.m. EST) --
11th annual Pro Bowl Game at Los Angeles Coliseum.

The NFL Championship, Blue-Gray, East-West, Sugar Bowl and
Rose Bowl games will be covered by NBC Radio as well as NBC-TV. The
radio times will be the same as the TV times.

This will be the 10th straight year that NBC is presenting
TV and radio coverage of football's oldest bowl classic, the Rose Bowl
game. It is the seventh consecutive year on NBC for the Blue-Gray
game, the sixth straight year for the NFL Championship and East-West
games, the fourth straight year for the Sugar Bowl, Senior Bowl and
Pro Bowl games and the second straight year for the Liberty Bowl game.

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NBC-New York, 11/22/60

November 22, 1960

TWO MEMBERS OF PRESIDENT'S COMMISSION
ON NATIONAL GOALS TO "MEET THE PRESS"

Frank Pace Jr. and Dr. James R. Killian Jr., two members of President Eisenhower's Commission on National Goals will be interviewed on "Meet the Press" Sunday, Nov. 27 NBC-TV Network colorcast 6 p.m. EST; NBC Radio, except WNBC, as part of "Monitor," 6:30 p.m. EST; WNBC time, 6:35 p.m. EST. The colorcast will originate live in Washington.

Mr. Pace is Vice Chairman of the commission. He was formerly Secretary of the Army and director of the Bureau of the Budget. He is presently the chairman of the Board of General Dynamics Corporation. Dr. Killian, President Eisenhower's former special assistant for science, is chairman of the President's Science Advisory Committee, and chairman of the Massachusetts Institute of Technology Corporation.

The "Meet the Press" interview with Mr. Pace and Dr. Killian will coincide with the release from the White House at 6 p.m. (EST) Sunday, of the commission's report outlining national policies and programs for the next decade.

The commission has been preparing the report for the past year. The body of the commission comprises outstanding business, education and labor leaders, appointed by the President. It is financed through private foundations.

Ernest K. Lindley of Newsweek magazine, Peter Edson of NEA, David Brinkley of NBC News and John L. Steele of Time-Life will be on the panel interviewing the two men. Ned Brooks will be the moderator.

Lawrence E. Spivak, producer and permanent panelist of the program, is on vacation and will not appear on the program.

SPECIAL AWARD FROM AMERICAN ASSOCIATION FOR THE UNITED NATIONS
GOES TO NBC FOR 'OUTSTANDING COVERAGE OF U.N. GENERAL ASSEMBLY'

Pauline Frederick, NBC News' UN correspondent, accepted the award at a luncheon in the Hotel Roosevelt in New York, where the AAUN is holding its second biennial convention.

Clark M. Eichelberger, AAUN executive director, who made the presentations, said that the association's awards were to "honor those stations and networks who have done such a splendid public service in bringing to the American public such detailed coverage of the General Assembly meeting."

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CAST AND CREDITS FOR 'SOMETHING SPECIAL'
ON THE NBC TELEVISION NETWORK

2-X-H

Title: "Something Special"

Time: NBC-TV Network, Sunday, Dec. 4
(10 to 11 p.m. EST.)

Format: Personalities from showbusiness will introduce a series of variety acts and professional child actors will create dramatic vignettes.

Participants: Robert Young (as host), Tennessee Ernie Ford, Arlene Francis, Sam Levenson, Janet Blair, Garry Moore, Art Linkletter, Nat King Cole, Dave Garroway, Jane Wyatt and "The Little Angels."

Producer: Michael Abbott for Talent Associates Ltd.

Written by: Reginald Rose

Directed by: Dick Schneider

Unit Manager: Edward Faught

Art Directors: Herb Andrews (New York) and Ken McClelland (Hollywood).

Technical Directors: Wilber Hildreth and Lou Onofrio

Tape Editor: Charles Weller

Origination: On tape, in New York and Hollywood.

Sponsored by: The American Child Guidance Foundation, through contributions by the Bayer Co., Gerber Baby Foods Co.,
(more)

2 - Cast and Credits for 'Something Special'

Sponsored by: (Cont'd)

New England Mutual Life Insurance
Co. and the Quaker Oats Co.

NBC Press Representative:

Anne Morrissy (New York)

* * *

ENTERTAINMENT ACTS

"The Little Angels" (quartet)....."Sitting on Top of the World"

Tennessee Ernie Ford....."It's a Boy"

"Christopher Robin Says His
Prayers"

Sam Levenson.....Christopher Columbus Monologue
Grandma Story

Janet Blair....."This Could Be the Start of Some-
thing New"

Garry Moore.....Comedy Monologue

Art Linkletter.....Child Interview

Nat King Cole....."Kemo-Kimo"
"Pretend"

"The Little Angels"....."Fraidy Cat"

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NBC-New York, 11/23/60

NBC TRADE NEWS-X-H

CHARLES E. CORCORAN APPOINTED DIRECTOR,
NBC TELEVISION NETWORK OPERATIONS

FOR RELEASE MONDAY, NOV. 28

Charles E. Corcoran has been appointed Director, NBC Television Network Operations, it was announced today by William H. Trevarthen, Vice President, Operations and Engineering, National Broadcasting Company.

Mr. Corcoran, who has been Manager, Video Tape, Film and Kinescope Operations for the NBC Television Network, since March 11, 1959, joined NBC in February, 1951, as a television engineer. In May, 1951, he was promoted to studio engineer and shortly thereafter was assigned to the color television development group and then to color technical operations. In September, 1955, he was appointed technical director and in this capacity was assigned to many of the network's major color and black-and-white programs.

The following year he was appointed technical supervisor and in August, 1957, was promoted to Facilities Manager for the RCA Building, in charge of all live studio operations.

Mr. Corcoran was born in New York and attended New York University. During World War II he was a lieutenant in the Air Force and served in the European theatre. He is married and lives in Scarsdale, N. Y.

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NBC TELEVISION NETWORK NEWS

FOR RELEASE MONDAY, NOV. 28

LIFE AND CAREER OF DWIGHT D. EISENHOWER IS THE SUBJECT
OF 'TRIBUTE TO A PATRIOT,' FULL-HOUR NBC-TV SPECIAL

"Tribute to a Patriot," a full-hour program examining the life and career of President Dwight D. Eisenhower from his youth in Abilene, Kans., through his eight years in the White House, will be presented as a special on the NBC-TV Network Tuesday, Jan. 10, 1961 (10-11 p.m. EST).

Chet Hagan, who will produce the NBC News program, said it would adapt for television many of the techniques of "Biographies in Sound," an award-winning NBC Radio series that has presented the life stories of leading personalities by drawing on their own statements and those of people who knew them.

Hagan said that 25 of Mr. Eisenhower's former military associates, leading members of his administration, world statesmen, personal friends and relatives had been invited to pay tribute to the President.

The program will make use of film, still photographs, and audio and video tapes. It will also show more than 50 years of Eisenhower headlines from the Abilene Reflector-Chronicle, starting in 1908 when young Dwight Eisenhower was elected president of the high school athletic association.

An original score for the program will be composed by Ralph Burns, who wrote the score for the NBC-TV Network's "Journey to Understanding" series covering the travels of President Eisenhower and other world leaders. The music will be performed by the West Point Glee Club and the U. S. Army Chorus.

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NBC'S THIRD ANNUAL PROMOTION MANAGERS COMPETITION
FOR STATION CAMPAIGNS HAS ATTRACTED
RECORD TOTAL OF OVER 100 ENTRIES

NBC's Third Annual Promotion Managers Awards competition for station promotion campaigns for the 1960-61 television season has attracted a record total of more than 100 entries from the network's coast-to-coast affiliated stations.

Fifty of the largest markets in the country, including the major rating cities, are represented in the competition.

The challenge to the stations, it was explained by Al Rylander, Director of NBC's Promotional Services Department, consisted of achievements in four principal categories -- press, advertising, promotion and showmanship in special exploitation areas.

One of the highlights was the "You're the Critic" contest, originally suggested by Jack Harris, General Manager of KPRC-TV, Houston, Tex., and ultimately used by 40 other stations.

More than 50,000,000 entry blanks were distributed during the competition, containing all the programs of the Fall schedule. Prizes valued at more than \$100,000 went to viewers in 40 markets on the basis of their advance selections of the hit programs of the season.

Annual Fall promotion parades, consisting of floats, automobiles and local bands were conducted by 55 cities. One parade traveled for 150 miles.

The five winners will receive all-expense-paid, one-week trips to Hollywood. Twenty additional prizes range from RCA Victor color TV receivers to decorator clocks. In addition, each promotion manager who entered a parade of no fewer than 20 units won a Polaroid camera.

Representatives of top advertising agencies will act as

NBC TELEVISION NETWORK NEWS

November 25, 1960

LEORA DANA TO STAR IN TITLE ROLE OF 'THE WORKING MOTHER,'
'PUREX SPECIAL FOR WOMEN' WITH DR. MARGARET MEAD
AND PAULINE FREDERICK, ON NBC-TV DEC. 8

Leora Dana will star in the title role of "The Working Mother" on the Thursday, Dec. 8, "Purex Special for Women" on the NBC-TV Network (4-5 p.m. EST).

Pauline Frederick of NBC News will act as reporter for the third of the Purex Specials, interviewing Dr. Margaret Mead, noted anthropologist at the conclusion of the dramatic documentary which deals with conflicts existing in the life of a working mother and the compromises that must be made to achieve success as a mother, a wife and a member of the nation's working force.

"The Working Mother," written and produced by George Lefferts, will be directed by Wesley Kenney. A composite cast study of the problems of one working mother will dramatize the reasons why women seek work outside the home (economic necessity, desire for intellectual stimulation, and retreat from the boredom of housework). It will also describe the dangers inherent in a situation where the mother is away from home (guilt feelings about leaving her children, resentment on the part of the husband who feels his role as family provider and head of the house is threatened, and the possibility of child neglect).

Using the techniques of previous two "Purex Specials for Women," this presentation illustrates the disparity between theories

(more)

about working women and the practical realities of a nation's economy geared to the presence of working women (they earn one-fifth of the national income in wages and salary).

Twenty-two million American women go to work (one-third of the nation's labor force, of which 12.2 million are married). The average working mother is 40 years old and the average age of her children is 11. The program will point out that the conflicts the working mother faces are typical of a changing society. Dr. Mead will discuss with Pauline Frederick the positive steps which can be taken to resolve these conflicts.

* * *

EXCERPTS FROM THE SCRIPT OF 'THE WORKING MOTHER'

"The average working wife gets very little more help from her husband and family than the non-working wife. She has to schedule every move. She does most of her housework in the morning between 5:30 a.m. and 8 a.m. and most of her laundering or housekeeping in the late afternoon or evening. Big jobs are left for the weekend."

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"The average working wife lives in a five-room house and contributes 40 per cent of the family income. Her average annual income is about \$3,000 per year. Her average family income runs over \$7,000.

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"Generally, the working wife spends 20 hours a week planning meals, cooking, marketing, dishwashing, emptying the garbage. She spends about 12 hours making beds and cleaning, six hours doing laundry and half an hour mending. About 61 per cent of working wives say they are either 'exhausted' or 'quite tired' by bed time. This is exactly the same percentage as wives who don't work.

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(more)

3 - 'Purex Special for Women'

"In spite of the demanding schedule, working wives entertain as frequently as housewives. They spend as much or more time reading, going to the theatre, participating in community activities and socializing."

- - -

"Over 28 per cent of the working wives hold clerical or statistical jobs. Thirty-nine per cent are skilled laborers, industrial workers or service workers and 12.8 per cent are professional people."

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NBC-New York, 11/25/60

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"Over 25 per cent of the ...

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31 NEWSMEN CONTRIBUTED TO 'THE U-2 AFFAIR,'
FULL-HOUR 'NBC WHITE PAPER' PRESENTATION

Thirty-one newsmen have contributed to "The U-2 Affair," a full-hour program examining the American spy flights over Russia and their world-wide repercussions, on the "NBC White Paper" series Tuesday, Nov. 29 (NBC-TV Network, 10-11 p.m. EST).

Newsmen who will appear on the program include NBC News correspondent Chet Huntley as reporter-narrator and Zeyyat Goren, United Press International correspondent in Istanbul, Turkey, who was the first to report that a U-2 plane was down inside the Soviet Union.

Other on-the-air reporters are Bill Fox of UPI in New York, Robert Hotz, editor of Aviation Week; Ray Scherer, NBC News' White House correspondent; Frank Bourgholtzer, NBC News' State Department correspondent; Brig. Gen. Thomas R. Phillips (U. S. Army, ret.), military affairs specialist for the St. Louis Post-Dispatch; Charles Roberts of Newsweek, and Joseph Michaels, NBC News correspondent who recently returned to the U. S. after a one-year assignment in Moscow.

Other contributing reporters, who will not appear on the air, are as follows: Marvin Arrowsmith of the Associated Press, Arthur Barron of NBC News, Cecil Brown of NBC News (Tokyo), Wayne Butler of UPI, Douglass Cater of the Reporter magazine, John Chancellor of NBC News (Moscow), L. L. Doty of Aviation Week, John Finney of the New York Times, Phil Foisie of the Washington Post and Times-Herald, Gerry Green of the New York Daily News, Peter Hackes of NBC News (Washington), Stan Hall of UPI, Richard Harkness of NBC News (Washington), Edward Kolcum of Aviation Week, Charles Lanius of NBC News (Istanbul), Walter Millis of NBC News, Roy Neal of NBC News (Los Angeles), Edwin Newman of NBC News (Paris), Jack Raymond of the New York Times, Chalmers Roberts of the Washington Post and Times-Herald, Walter Schroeder of Model Airplane News, Albert Wasserman of NBC News.

November 28, 1960

"CAIN'S HUNDRED" AND "WOMAN IN THE CASE"

Two New Full-Hour Filmed Series With Forceful Dramatic Impact
To Be Produced for Debuts on NBC-TV in Fall of 1961

"Cain's Hundred" and "Woman in the Case" -- two new full-hour filmed series with forceful dramatic impact -- will make their debuts on the NBC-TV Network in the Fall of 1961, it was announced by David Levy, Vice President, Programs and Talent, NBC Television Network.

The two programs will be filmed by Metro-Goldwyn-Mayer Inc., in cooperation with NBC, at the M-G-M studios in Culver City, Calif. Shooting begins next month.

Paul Monash, who originated "The Untouchables" for TV, will be the chief writer and executive producer of both programs. Monash has written scripts for "Playhouse 90," "Studio One," and "Climax." Casting, and other credits for "Cain's Hundred" and "Woman in the Case" will be announced.

"Cain's Hundred" centers around a government law enforcement agent battling syndicated crime. The "hundred" of the title are the federal government's 100 "most wanted" syndicate-crime figures.

Samuel Cain, the protagonist, is a brilliant lawyer in his middle thirties who ferrets out kingpins of crime and produces evidence to help the government smash crime syndicates. A one-time rackets lawyer, he knows the ins and outs of organized crime. In each episode, he arrives in a city where syndicated crime runs rampant. With his

(more)

special knowledge of how the rackets operate, he digs up evidence to bring the criminals to justice.

"Woman in the Case" is an anthology of suspense stories with a woman as leading character in each drama. A well-known female guest star will play the lead each week. A host for the series will be announced. In each "Woman in the Case" program a woman -- be she victim, criminal or innocent bystander -- will become involved in a suspenseful dilemma.

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NBC-New York, 11/28/60

NBC TELEVISION NETWORK NEWS

November 28, 1960

'NIGHT PEOPLE,' DOCUMENTARY ON NEW YORK AFTER DARK,
WILL BE 'OMNIBUS' PRESENTATION OF SATURDAY, DEC. 11

"Night People" -- a filmed documentary set against the excitement, compassion and artistry of New York City after dark -- will be the NBC-TV Network's second full-hour "Omnibus" presentation for the current season Sunday, Dec. 11 (5-6 p.m. EST), producer Robert Saudek announced today.

"If Rome is the Eternal City, then surely New York is the Nocturnal City," Saudek declared, "and to prove this thesis, 'Omnibus' director David Greene, with separate teams of film crews, has roamed neon-lit New York and has captured a mosaic of exciting imagery to match host Alistair Cooke's evocative commentary."

New York City's most famous police precinct, the 24th on West 126th Street -- where one commanding officer, Capt. Michael Codd, with 250 men, goes about protecting 275,000 inhabitants contained in his area of responsibility -- has been captured on film for the first time in the precinct's history, for "Night People."

Other areas of activity by New York's "Night People" recorded for the "Omnibus" presentation include: (1) an undulating Turkish dancer in an after-dark bistro, (2) an artist whose medium is tasty dough with which he fashions bagels in an East Side bakery, (3) tired hands finishing their early morning chores in the Fulton Fish Market and (4) the near-surrealist milieu of subways at dawn.

(more)

Rounding out the searching picture of New York City at night are (5) the sometimes off-beat entertainment facilities of Greenwich Village and Harlem, (6) the Fire Department, (7) Chinatown, (8) a visit to an all-night tattoo artist's emporium, and (9) the late-night elegance of such world-famed avenues as Fifth and Madison.

"Night People" on "Omnibus" is sponsored by Aluminium Limited through J. Walter Thompson Company, and is produced by Robert Saudek Associates. The associate producer is David J. Oppenheim.

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NBC-New York, 11/28/60

November 28, 1960

'JACKPOT BOWLING' IS RIGHT DOWN ALLEY OF CHARITY DRIVES

Money flows freely on NBC-TV's "Jackpot Bowling, Starring Milton Berle" show (Mondays 10:30 p.m. EST) and professional bowlers are not the only ones who are banking it. Charitable organizations are benefiting, too.

In fact, showbusiness stars, many of whom have never had a bowling ball in their hands before, are finding the program a big assist to their favorite charities.

Jerry Lewis, Steve Allen, Danny Thomas and Jeff Chandler already have rolled up their sleeves this season, stepped up to a lane and rolled -- well, sometimes dropped -- a ball down the alley for hundreds of dollars.

Next week it may be Peter Lawford, the following week Mort Sahl, or Frank Sinatra, or Red Skelton, or another headliner.

From week to week, no one (most of the time, not even producer Buddy Arnold) knows who will show up next. But, naturally, he's delighted, for "it adds an even bigger surprise element to the show and is entertaining to boot."

The stars get \$500 to start and \$50 for each pin knocked down with one ball. Lewis picked off five pins and \$750 for Muscular Dystrophy. Allen knocked down six pins and \$800 for Foster Parents Plan Inc., Thomas bowled a strike and collected \$1,000 for St. Jude's Hospital, and Chandler won \$650 for SHARE. . That's a grand total of \$3,200 in just a few weeks.

(more)

2 - 'Jackpot Bowling'

Of course, the big feature of the weekly program (Mondays 10:30 p.m. EST) is professional bowlers rolling in competition for the giant jackpot, which starts at \$25,000 and goes up \$5,000 each week it is not won.

In 10 weeks since the show went on the air, nationally famous keggers have rolled off with \$60,250, including \$42,250 by one man alone -- an ex-school teacher by the name of Frank Clause, who seems to make a habit of winning bowling bonanzas on television. He won on NBC-TV's former "Jackpot Bowling" show last February and has banked \$75,500 (minus Uncle Sam's take) in a few short months.

It all proves that TV bowling can be beneficial. The bowlers are happy. Charities are thankful. The sponsors are jubilant. Producer Arnold is beaming. So is Milton Berle as the pleased host of the show. And the viewers? Well, the ratings prove there are 12 to 14 million.

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NBC-New York, 11/28/60

AN NBC-TV NETWORK TWO-HOUR COLORCAST
THURSDAY, DEC. 8 (7:30-9:30 P.M. EST)

CAST AND CREDITS FOR THE RICHARD HALLIDAY-EDWIN LESTER
PRODUCTION OF MARY MARTIN AS 'PETER PAN'

As originally staged, choreographed, and adapted by Jerome Robbins. It is based on the play by Sir James M. Barrie. The entire new production is under the personal direction and supervision of Vincent J. Donehue and will star Cyril Ritchard as Captain Hook. It will be broadcast in color Thursday, Dec. 8 on NBC-TV (7:30 to 9:30 p.m. EST).

THE CAST

Peter Pan	MARY MARTIN
Mr. Darling } Captain Hook }	CYRIL RITCHARD
Wendy } Jane }	Maureen Bailey
Mrs. Darling	Margalo Gillmore
Tiger Lily	Sondra Lee
Liza	Jacqueline Mayro
Smee	Joe E. Marks
Nana } Crocodile }	Norman Shelly
John	Joey Trent
Michael	Kent Fletcher
Slightly	Edmund Gaines
Curly	William Snowden
Nibs	Carson Woods
First Twin	Brad Herman

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(15-7)

CAST (CONT'D)

Second Twin	Luke Halpin
Tootles	David Komoroff
Lion	Richard Wyatt
Ostrich	Joan Tewkesbury
Kangaroo	George Zima
Wendy (grown-up)	Peggy Maurer
Black Bill	John Holland
Starkey	Robert Vanselow
Cecco	Richard Winter
Noodler	Frank Lindsay
Other Pirates	Kirby Smith, James Welch, James Sisco, Frank Marasco, Arthur Partington, John Smolka, Arthur Tookoyan.
Indians	Anne Wallace, Bob Piper, Linda Dangcil, Lisa Lang, Diki Lerner, Annabelle Lyon, George Lake.
Narrated by	Lynn Fontanne

* * *

CREDITS

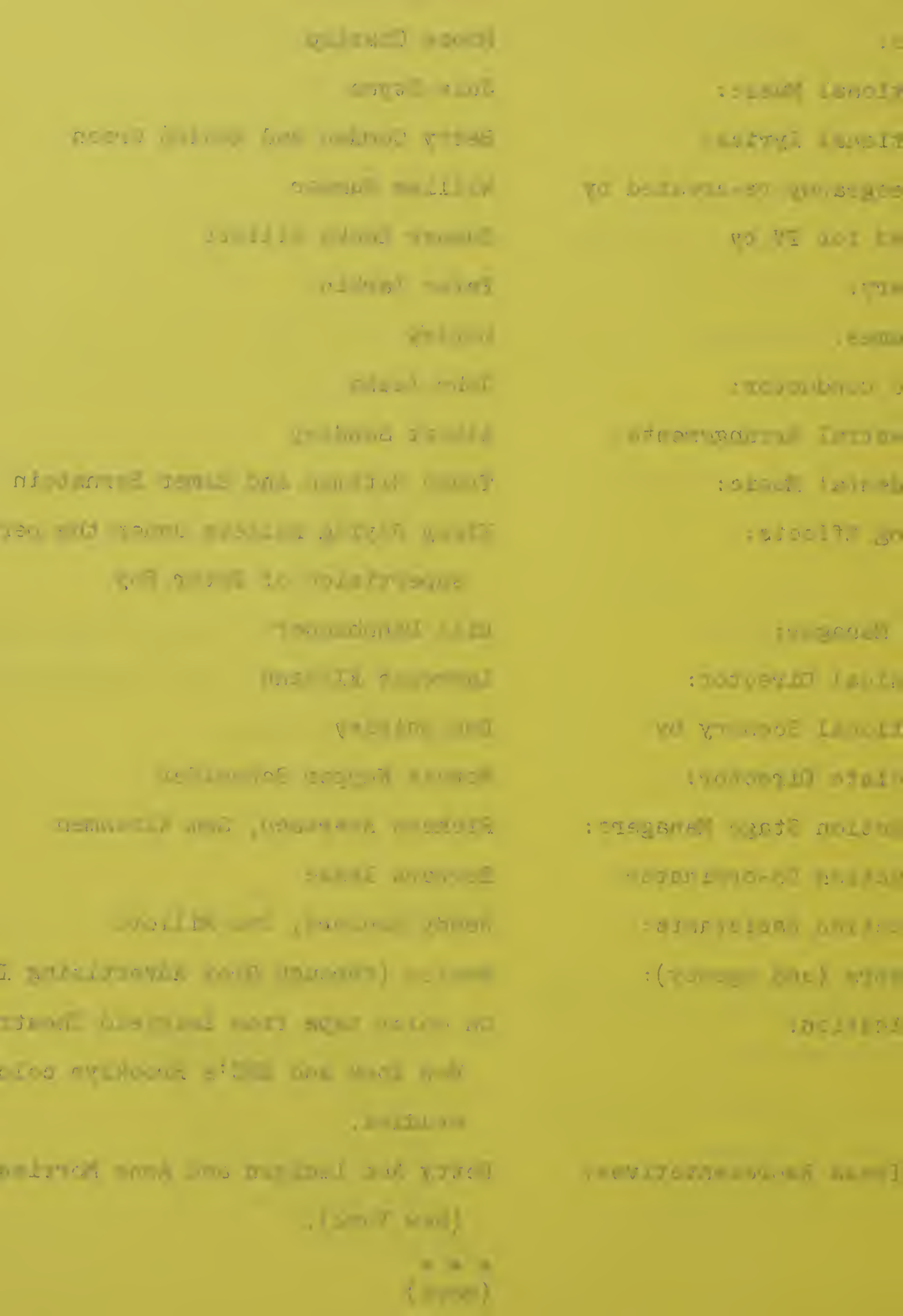
Originally Staged, Choreographed and adapted by	Jerome Robbins
Based on the play by	Sir James M. Barrie
Entire Production directed by	Vincent J. Donehue
Executive Producer	Richard Halliday
Produced for NBC-TV by	Dick Linkroum

(more)

3 - Cast and Credits -- Mary Martin as 'Peter Pan'

Production Associates:	Norman Grant, Rick Kelly
Lyrics:	Carolyn Leigh
Music:	Moose Charlap
Additional Music:	Jule Styne
Additional Lyrics:	Betty Comden and Adolph Green
Choreography re-created by	William Sumner
Edited for TV by	Sumner Locke Elliott
Scenery:	Peter Larkin
Costumes:	Motley
Music Conductor:	John Lesko
Orchestral Arrangements:	Albert Sendrey
Incidental Music:	Trude Rittman and Elmer Bernstein
Flying Effects:	Kirby Flying Ballets under the personal supervision of Peter Foy
Unit Manager:	Bill Dannhauser
Technical Director:	Lawrence Elikann
Additional Scenery by	Don Shirley
Associate Director:	Marcia Kuyper Schneider
Production Stage Managers:	Richard Auerbach, Sam Kirshman
Production Co-ordinator:	Barbara Isaac
Production Assistants:	Wendy Sanford, Tom Millott
Sponsors (and agency):	Revlon (through Grey Advertising Inc.)
Origination:	On color tape from Zeigfeld Theatre, New York and NBC's Brooklyn color studios.
NBC Press Representatives:	Betty Ann Lanigan and Anne Morrissy (New York).

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SYNOPSIS OF SCENES AND MUSICAL NUMBERS

ACT I

Scene 1. The Nursery of the Darling Residence.

Tender Shepherd..... Mrs. Darling, Wendy, John and Michael

I've Got to Crow.....Peter Pan

Neverland.....Peter Pan

I'm Flying.....Peter, Wendy and Michael

Scene 2. Flight to Never-Neverland

I'm Flying (continued).....Peter, Wendy, John and Michael

ACT II

Scene 1. Never-Neverland

Pirate Song.....Captain Hook and Pirates

A Princely Scheme.....Captain Hook and Pirates

Indians.....Tiger Lily and Indians

Wendy.....Peter Pan and Lost Boys

Another Princely Scheme.....Captain Hook and Pirates

Neverland Waltz.....Liza

ACT III

Scene 1. Path Through the Woods

I Won't Grow Up..... Peter Pan and Lost Boys

Mysterious Lady..... Peter Pan and Captain Hook

Scene 2. Never-Neverland Home Underground

Ugg-A-Wugg; The Pow-Wow Polka.. Peter Pan, Tiger Lily, Children
and Indians

Distant Melody..... Peter Pan

(more)

5 - Cast and Credits -- Mary Martin as "Peter Pan"

ACT IV

Scene 1.

The Pirate Ship

Hook's Waltz.....Captain Hook and Pirates

The Battle.....Peter Pan, Captain Hook and Company

Scene 2.

Path Through the Woods

Reprise:

I've Got To Crow..Peter Pan, Liza
and Company

Scene 3.

The Nursery of the Darling Residence

Reprise:

Tender Shepherd... Wendy, John and
Michael

Reprise :

I Will Grow Up...The Darling Family
and Lost Boys

Scene 4.

The Nursery, Many Years Later

Reprise:

Neverland...Peter Pan

[illegible]

NBC-New York, 11/28/60

November 29, 1960

GOODRICH, COLGATE-PALMOLIVE, SCHICK AND WHITEHALL
TO SPONSOR NBC COLORCAST COVERAGE OF LIBERTY BOWL
FOOTBALL GAME BETWEEN PENN STATE AND OREGON

The second annual Liberty Bowl Football Game -- with Penn State meeting Oregon -- will be televised in color from Philadelphia on NBC-TV Saturday, Dec. 17, sponsored by B. F. Goodrich Company, Colgate-Palmolive Company, Schick Safety Razor Company and Whitehall Laboratories.

The inaugural Liberty Bowl game last December, in which Penn State defeated Alabama (7-0), was the first major football bowl game ever to be played in the East. The event is one of eight post-season grid games which will be televised by the NBC-TV Network during December and January.

The agencies through which the purchases were placed were Batten, Barton, Durstine & Osborn Inc. for B. F. Goodrich; Ted Bates & Company for Colgate-Palmolive; Compton Advertising Inc., for Schick, which is a division of Eversharp Inc.; and Ted Bates for Whitehall, a division of American Home Products Inc.

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NICHOLAS C. GILLES NAMED DIRECTOR OF BUSINESS AFFAIRS,
NBC TELEVISION NETWORK

Appointment of Nicholas C. Gilles as Director of Business Affairs, NBC-TV Network, was announced today by Robert L. Stone, Vice President, General Manager, NBC Television Network.

Mr. Gilles, who has been with NBC since July, 1949, was formerly Director of Business Affairs, Operations and Engineering. He came to NBC after graduating from the Harvard Graduate School of Business, entering the NBC executive training program.

He joined the Staff Budget Department in 1950, moving to the Business Affairs Department of the NBC Radio Network the following year. In 1952, he became Budget Manager, NBC-TV Network, and subsequently was named Budget Manager, NBC. Since then, he has been Operations Manager, Program Department, NBC Radio Network, and later Manager, Business Administration, Business Affairs Department, NBC-TV Network. He assumed his most recent position in October, 1956.

Mr. Gilles lives in Manhattan with his wife. He was a Lieutenant (j.g.) in the Navy for three years and before that attended Harvard College, where he was graduated in 1947.

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NBC-New York, 11/29/60

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NBC COLOR TELEVISION NEWS



November 29, 1960

SHARI SHARING FUN IDEAS IN NEW BOOK

Shari Lewis, star of the NBC-TV Network's "Shari Lewis Show" Saturday morning colorcasts (10 a.m. EST) has provided parents with an answer to their youngsters' "What shall I do now?" pleas. It's her new book, "Fun with the Kids."

The large, profusely illustrated book contains 34 chapters filled with ideas for exciting and attractive things adults can make and do with their children. Among the chapter headings are: "Fun Indoors on a Rainy Day," "Fun on a Sick-in-Bed Day," "Fun Outdoors on a Sunny Day," "Fun Before the Holidays," "Fun at Christmas," "Fun After the Holidays" and "Fun at a Party."

The book, published by Doubleday, is Shari's third. Her others are "The Shari Lewis Puppet Book" and "Party in Shariland."

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CHROMO-LOGICAL ORDER

Mary Martin as "Peter Pan," "The Ford Show," "The Groucho Show" and "The Jack Paar Show" comprise the NBC-TV lineup for "The Most Colorful Night of the Year" Thursday, Dec. 8 when the network presents an evening total of four and three-quarter hours of colorcasts.

DAVE GARROWAY ON COVER OF HELP! (THE MAGAZINE)

Dave Garroway, star of NBC-TV's "Dave Garroway Today Show," is featured on the cover of the December issue of Help! -- monthly magazine of satire. Posed in front of a battery of television monitors bearing the images of world leaders, Garroway has his hand raised in his traditional gesture signifying "Peace."

("The Dave Garroway Today Show" is presented on the NBC-TV Network Monday through Friday, 7-9 a.m. EST.)

CORRECTION, PLEASE FOR 'OMNIBUS'

The NBC-TV Network broadcast of "Night People" on "Omnibus" is scheduled for Sunday, Dec. 11. Heading in the NBC release dated 11/28/60 incorrectly referred to Saturday.

NBC-New York, 11/29/60

November 30, 1960

MAUGHAM AND MARQUAND TALES WILL BE ONE-HOUR COLORCASTS
IN 'STORY OF LOVE,' TWO NBC TELEVISION SPECIALS
SET FOR JANUARY WITH JANET BLAIR AS HOSTESS

Two famous stories -- W. Somerset Maugham's "A String of Beads" and J. P. Marquand's "Immortality Becomes Allard" -- will be presented in two full-hour NBC-TV color specials on the series "Story of Love" during January, 1961, it was announced today by David Levy, Vice President, Programs and Talent, for the network.

The Maugham story, adapted for television by Stephen Gethers, under the original title, will be colorcast on Tuesday, Jan. 3 from 10 to 11 p.m. EST. The Marquand tale, retitled "Honor in Love," adapted for television by Irving Gaynor Neiman, will be presented on Tuesday, Jan. 24 from 10 to 11 p.m. EST.

Janet Blair will serve as hostess for the two-program special series, which will be produced for NBC-TV by Leonard ("Buzz") Blair and directed by Fielder Cooke.

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NBC TELEVISION NETWORK NEWS

November 30, 1960

NOTABLES TO PAY 'TRIBUTE TO A PATRIOT' ON NBC-TV SPECIAL SCANNING THE CAREER OF PRESIDENT EISENHOWER

White House Press Secretary James Hagerty, General Walter Bedell Smith and Colonel Robert L. Schulz are among the prominent figures who will appear on "Tribute to a Patriot," full-hour special examining the life and career of President Eisenhower, on the NBC-TV Network Tuesday, Jan. 10 (10-11 p.m. EST).

Mr. Hagerty has been Press Secretary throughout the Eisenhower administration. General Smith was General Eisenhower's Chief of Staff during World War II. Colonel Schulz has been the President's military aide for the past 15 years.

The NBC News program will examine the life and career of Mr. Eisenhower from his youth in Kansas through his tenure in the White House. It will feature tributes from many of the President's associates, personal friends and relatives.

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NBC TELEVISION NETWORK NEWS

November 30, 1960

FILMING STARTS FOR 'THE AMERICANS,' NBC-TV NETWORK SERIES ON CIVIL WAR

"The Americans" -- television's first and only weekly, filmed dramatic series set with historical authenticity against a backdrop of the Civil War -- begins shooting this week for its NBC-TV Network premiere on Monday, Jan. 23 (7:30-8:30 p.m. EST), producer Frank Telford announced today.

The appointment of several production aides for the series, an NBC-TV Network production which is being filmed at M-G-M Studios in Hollywood, was also announced by Telford. He has named Andy Lewis as chief writer, William D. Gordon as research consultant, Lewis Ciannelli as associate producer and Jane Murray as casting director.

As previously announced, "The Americans" -- which co-stars Darryl Hickman and Dick Davalos as brothers from the 1861 border town of Harpers Ferry, Va., who join opposite sides in the conflict -- will have Henry Steele Commager, author of the two-volume Civil War source book, "The Blue and the Gray," as historical consultant. The original musical score will be composed and conducted by Hugo Friedhofer.

Lewis, former head writer on NBC-TV's "Omnibus" series, authored four teleplays for the network's full-hour "Outlaws" series, which Telford produced before moving to "The Americans."

Gordon is an actor and author of novels and teleplays who, in addition to his Civil War novel, "Count Me As a Stranger," has written

(more)

scripts for "Ford Startime," "Maverick" and "Riverboat." Last season on NBC-TV, he played Travis, the first mate on the last-named series.

Ciannelli has served as associate producer for "The Best of the Post" TV series, "Mexican Fiesta" on NBC-TV's "The Chevy Show," and for the NBC colorcast special, "Rivak, the Barbarian."

Miss Murray has directed casting for many NBC-TV programs and series, including the three-year run of "NBC Matinee Theater" and, most recently, "Outlaws."

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NBC-New York, 11/30/60

